

# Getting Water Tech Flowing for Agriculture

A Western Growers “Deeper Dive” on Agtech Innovation  
The Convention Center in Fresno, the heart of Blue Tech Valley  
March 27, 2017

11:30a-12:00p	<b>Coffee &amp; Registration</b>
12:00-12:15p	<b>Welcome/Opening Remarks</b>
12:15-1:00p	<b>“Setting the Table” over Lunch with A.G. Kawamura</b> (Sponsored by AT&T)
1:00-1:15a	<b>Break</b>
1:15-2:00p	<b>Growers’ Deeper Dive into Water Management Challenges</b> <ul style="list-style-type: none"><li>• What pressures do growers face regarding water on the farm?</li><li>• What experiences have growers had with water technologies and technology companies?</li><li>• What must growers receive from technology companies’ solutions to contemplate adoption?</li></ul>
2:00-2:45p	<b>Obstacles &amp; Barriers in Agriculture for Water Technologists</b> <ul style="list-style-type: none"><li>• What struggles do technology providers face regarding uptake, adoption and scaling?</li><li>• What “pain points” do technology providers face with growers, funders or others?</li><li>• What do water technologists need from growers to be successful?</li></ul>
2:45-3:00p	<b>Break</b>
3:00-3:45p	<b>Overcoming Barriers &amp; Meeting Challenges Together</b> <ul style="list-style-type: none"><li>• A facilitated exchange between growers and technology providers (on a panel and from the audience) to crystalize the understanding of impediments to adoption of water technology in agriculture</li><li>• What examples can we identify of successful grower-technologist collaborative partnerships realizing value?</li></ul>
3:45-4:00p	<b>Wrap-up &amp; Next Steps</b>
4:00-5:00p	<b>Fast Pitches &amp; Feedback from Water Tech Innovators</b> <ul style="list-style-type: none"><li>• Hear a variety of water technology innovators provide short presentations and growers provide real-time feedback on their offering</li></ul>
5:00p	<b>Wine &amp; Cheese Networking</b> (Sponsored by the Fresno Chamber of Commerce)