

CROPS DAY BIOS

Urs Eggimann:

Urs was born in rural Switzerland where he also got his high school and college education. In the late 60's he started his computer career at Bank Leu in Zurich. In 1975 he decided to improve his english and visit Canada for a couple of years. The 2 years ultimately turned into a lifetime commitment to Canada.

Urs Eggimann held several positions in information technology at canadian financial institutions. Before starting his own consulting firm Urs was the Vice-President of Information Technology at Swiss Bank Corporation (Canada).

In the early nineties the Eggimann's bought their first hobby farm in Grey County. Most of the spare time was soon absorbed with rural projects like organic gardening and planting of trees. In 1998 the Eggimann's bought the old Fee farm in the former Holland Township. With an abundance of marginal farm land there was lots more space to plant trees. After extensive research the buzzword "switchgrass" triggered new opportunities to put marginal farmland to good use. In spring 2009 25 acres of Cave-in-Rock switchgrass were planted with knowledge derived from numerous articles of REAP-Canada and other tall grass experts as well as direct advice from the seed supplier, Nott Farms in Clinton. As can be expected the real world of mother nature is not exactly lined up with the text books of experts. Soon it became apparent that weed control is key to a successful establishment of switchgrass. With various initial setbacks but increasing success 90 acres of switchgrass have been planted during the past 3 growing seasons.

Nick Betts:

Nick Betts is the Outreach Coordinator with Ontario Soil and Crop Improvement Association and coordinates agricultural innovation and improvement projects across the province. One of the highest profile projects is looking into the feasibility of developing an agricultural biomass value chain, in partnership with OFA. Nick coordinates the project management of approximately 30 farmers growing 900 acres of purpose-grown biomass and the summary of the collective experience and wisdom of both producers and researchers involved in deciphering the economic and agronomic challenges with establishing on-farm, field-scale biomass.

Maurizio (Moe) Agostino:

Managing Commodity Strategist

Farms.com Risk Management, London and Guelph, Ontario, Ames, Iowa, Clinton, North Carolina and Fresno, California

Moe has over 10 years of experience in commodity trading, risk management and marketing. Moe is head of the Farms.com Risk Management division within Farms.com and is the Managing Commodity Strategist. His primary areas of expertise include the feed, grain and livestock industries. Moe is an accomplished derivative trader who uses the Division's customized Price Risk Management Tools and Marketing Programs to assist clients both retail and corporate in protecting themselves from the excesses and volatility in commodity price swings. In 2010, the division provided hands-on marketing advice on 2.6 million hogs and over 500,000 acres of crops to both retail and corporate clients across North America with a value in excess of over \$780 million. Farms.com owns a 2100 acre farm in Port

Dover, Ontario and Moe is responsible with his team to market the corn, soybeans and wheat that is grown on the farm. Moe has also played a key role in developing a new innovative 24/7/365 one stop on-line hog and grain marketing programs for the do-it-yourself producer with all the information, tools, recommendations and analysis to take their marketing to the next level. Corporate customers can also gain access to this new innovative marketing program as a value-added service to existing customers at a discounted price for volume. Corporate customers include Pride Seeds, Greenfield Ethanol, North Gower Grains, Three Rivers FS, Great Lakes Hybrid and Producers Hybirds. Moe has made numerous presentations to groups across the USA and Canada and is a sought-after speaker who possesses considerable experience when it comes to explaining and sharing his knowledge of marketing price risk and hedging strategies. Moe is also a recognized Risk Management expert and performs Learning Tours and Commodity Management Workshops for FCC (Farm Credit Canada) and the member of CAFA (Canadian Farm Business Management Council). He has also developed 26 Market School video series sponsored by DeKalb Brand Seeds at www.marketschool.farms.com to help grain farmers across Canada with their ongoing marketing and risk management plans in an ever increasing volatile commodity market. Moe is qualified as a Canadian Commodity Broker. Moe is a Fellow of the Canadian Securities Institute (FCSI) one of highest designation that the Institute confers; he also holds a Derivatives Market Specialist

(DMS) designation as well as an Honors Degree in Business Administration.

Brian Wiley:

Brian farms with his wife Trudi and son Jon near Meaford. Their farm, Fairmount Farms Ltd milks 65 cows and crops 1300 acres. Crops grown are canola, winter wheat, soybeans , corn for silage and grain and hay for pasture as well as hay.

Brian is a former director of the Ont Canola Growers Assoc and still represents them on the Canadian Grain Commission Eastern Standards Committee. He is also a director on the Agricultural Adaptation Council and ACC Farmers Financial. Brian is a graduate of Class 9 of the Advanced Agricultural Leadership Program.

Harry Biermans:

Harry lives in the Municipality of Arran Elderslie. He operates about 4000 acres. Crops include corn, soybeans, white beans, canola and mustard. He has been an active and devoted member and director of Bruce County Soil and Crop.

Brian Hall:

Brian Hall is the Canola & Edible Bean Specialist, with OMAFRA working from the Agriculture, Food and Rural Affairs. He is involved in production, marketing and management information on dry beans and canola. Brian collaborates on applied research and demonstration projects on crop management issues. He is the contact for Georgian Central Regional Soil and Crop Improvement and co-edits crop budgeting aids.

Andy Dales:

Andy Sales Manager for Lang Farms Ltd. of Chepstow. He is an active member of Bruce County Soil & Crop and Grey Bruce Farmers' Week.

Chris St. Clair:

Chris St. Clair has been a mainstay on The Weather Network since 1995 and was chosen as "Canada's Most Dependable Weatherman". After a start hosting mornings, Chris can now be seen on weekends. Viewers will also see Chris in the feature series "*Weatherwise*," which explores and explains all manner of weather phenomena, airing daily on The Weather Network. This program is also widely distributed to schools around the country as a teaching aid.

Before joining The Weather Network, Chris held various positions within the broadcast industry, including on-air, research and management. His first job was at CJCH Radio in Halifax in 1978, and from there he went on to work at broadcast outlets in Sarnia, Kingston and Montreal.

Chris is a licensed pilot who flies regularly and is type rated (trained) on several different aircraft. "Aviation is my hobby and favourite activity outside of my family," he says.

Chris also believes in green living: "I am an advocate for a healthier planet and the best way to be a greener citizen is to better understand our planet and how all of its parts are linked. Understanding the weather, the one thing that we all share everyday, is a good way to start. We are all naturally curious and if I can encourage someone to be just a little more interested in our Earth, then I feel I've done my job".

His first book [Canada's Weather](#), from Firefly Books, is a Canadian best seller. The weather and climate of Canada is thoroughly detailed in this full colour, richly pictorial essay.

Chris St. Clair lives in eastern Ontario with his wife and daughter.

You can catch Chris on [weekend mornings](#) on The Weather Network.

George & Agnes Dickenson:

George and Agnes have a dairy farm in Sarnia. They have been 4-H leaders 20 – 25 years and involved with Lambton Safety for 10 years. George is currently secretary, treasurer for Lambton dairy producers.

Peter Johnson:

Peter is the Provincial Cereals Specialist with the Ontario Ministry of Agriculture and Food, based in the Stratford Resource Centre. He chairs the Ontario Cereal Crop Committee. Peter has worked with the Ministry of Agriculture and Food as a Soil & Crop Specialist for over 20 years. He works closely with local and regional Soil & Crop Improvement Associations. This work is focused on improving agricultural productivity, reducing costs, and minimizing environmental impact. His provincial specialties are cereal crops, production systems, site specific management and conservation tillage. Peter is a University of Guelph graduate with an Honours Bachelor of Science degree in Agriculture. He was the 1997 recipient of the T R Hilliard Agricultural Extension Award. Peter operates a farm near Lucan along with his family.