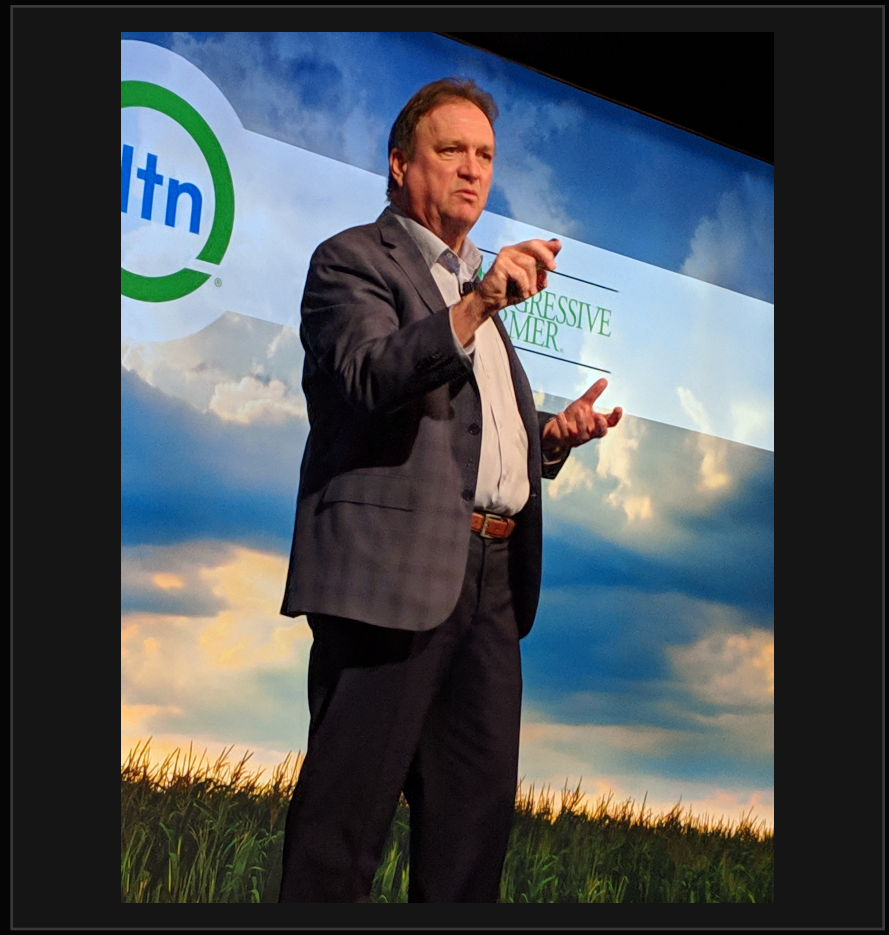
AGRICULTURE & AGRIBUSINESS

THE FARM IS BECOMING AN INTELLIGENCE PLATFORM.

Science, robotics, AI, resilient food systems and the economic future of farming.

THE BUSINESS PROBLEM

“We need a keynote connecting AI, robotics, genomics and resilience to real decisions for farmers, co-ops and agribusiness leaders.”



ARCHIVE PHOTOGRAPH | COMPLETE FRAME

THE CLIENT NEEDS MORE THAN A TRENDS SPEECH.

Agriculture is simultaneously facing a technology revolution, faster biology, shifting markets, volatile climate and major generational transition. The hard part is connecting it all to decisions on actual farms.

PRESSURE 1

SCIENCE AT SOFTWARE SPEED

Genomics, new biological tools, agronomy and data accelerate how crops, livestock and farm inputs evolve.

PRESSURE 2

24-HOUR AGRICULTURE

Autonomous equipment, machine vision and sensing alter the relationship between work, time, inputs and outcomes.

PRESSURE 3

RESILIENCE AND OPTIONALITY

Soil, water, energy, climate and supply chains must be managed as one connected production system.

PRESSURE 4

FROM CO-OPS TO ENTERPRISE SYSTEMS

Dealer relevance, financial discipline, ERP transitions and digital customers change the economics and capabilities of agribusiness.

ONE CONNECTED STORY. FIVE PRACTICAL MOVES.

A tailored keynote built around the decisions this audience must make next.

01	The farm 2036: when biology, software and markets converge
02	Dirt becomes data: AI, genomics, sensing and precision decisions
03	Autonomy, 24-hour farming and connected livestock
04	Resilience from soil and power to farm credit and food supply
05	The future-positive producer: think big, start small, scale fast

THESE FORCES DO NOT ARRIVE SEPARATELY.

They collide in strategy, finance, operations and the day-to-day reality of people.

CONNECTED FORCE 1

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CONNECTED FORCE 2

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CONNECTED FORCE 4

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TEN CLIENT ENVIRONMENTS. TEN DIFFERENT PROBLEMS.

Why a decades-long client record matters more than a generic industry-trends keynote.

EXPERIENCE, NOT NAME-DROPPING

Each of the next ten pages explains a real engagement, the audience or client context, the strategic challenge, the keynote messages and why that experience matters to a future client. These are historical speaking examples, not claims that clients deployed the technologies discussed.

Where the published record is incomplete, the scope is limited accordingly. Any adjacent-industry engagement is clearly labeled.

01 DTN AGRICULTURE / PROGRESSIVE FARMER

700+ farmers and agricultural professionals | Chicago

THE CLIENT / AUDIENCE CHALLENGE

An information provider serving farmers wanted its audience to visualize the future of farming through 2045, beyond the familiar machinery and methods of today.

THE KEYNOTE MESSAGES

Weed-zapping robots; 24-hour autonomous operations; spatial intelligence from drones; virtualized farms and connected crops; making long-range possibility relevant to daily decisions.

WHY IT MATTERS FOR A NEW CLIENT

Direct large-audience evidence that Jim can translate technological complexity into a familiar agricultural language.

SOURCE: JIMCARROLL.COM / PUBLISHED KEYNOTE ARCHIVE

02 CATTLECON 2024

3,000+ ranchers, suppliers and cattle-industry leaders | Orlando

THE CLIENT / AUDIENCE CHALLENGE

A hands-on, often conservative industry needed to see AI and connected technology as relevant to ranching rather than as distant science fiction.

THE KEYNOTE MESSAGES

Connected livestock; predictive herd management; AI; automation and changes in the cattle supply chain; the future-positive farmer mindset.

WHY IT MATTERS FOR A NEW CLIENT

Demonstrates the ability to engage a very large producer audience without talking past its practical realities.

SOURCE: JIMCARROLL.COM / PUBLISHED KEYNOTE ARCHIVE

03 PURINA | AGRICULTURAL CO-OPS

500+ dealer representatives across two evening events | San Antonio

THE CLIENT / AUDIENCE CHALLENGE

Co-op and dealer leaders faced precise on-farm data, an aging customer base and the threat of digital competitors entering traditional supply relationships.

THE KEYNOTE MESSAGES

Precision farming, genomics, drones, generational transition, agronomic information and the potential Amazonification of the dealer model.

WHY IT MATTERS FOR A NEW CLIENT

Shows that Jim connects new farm technology to the independent channel, service economics and customer loyalty.

SOURCE: JIMCARROLL.COM / PUBLISHED KEYNOTE ARCHIVE

04 SIMPLOT

400+ cross-functional executives | Phoenix

THE CLIENT / AUDIENCE CHALLENGE

A major agrifood company needed to connect changes in agricultural science with the downstream food market and a rapidly changing consumer.

THE KEYNOTE MESSAGES

The future of food and agriculture; retail and consumer behaviour; product development; supply-chain change; the relationships between marketing, R&D, operations and finance.

WHY IT MATTERS FOR A NEW CLIENT

Evidence of executive-level customization across the complete seed-to-shelf value chain.

SOURCE: JIMCARROLL.COM / PUBLISHED KEYNOTE ARCHIVE

05 WESTERN GROWERS ASSOCIATION

Major agricultural producers and grower leadership | Hawaii

THE CLIENT / AUDIENCE CHALLENGE

Growers wanted to separate immediate AI applications from longer-range technologies that could change labour, crop quality and agronomic operations.

THE KEYNOTE MESSAGES

AI in farming; machine vision; weed-zapping robots; genomics; virtual farms and the emerging role of intelligence in crop decisions.

WHY IT MATTERS FOR A NEW CLIENT

One of the clearest examples of a deliberately AI-specific keynote built for the realities of a grower audience.

SOURCE: JIMCARROLL.COM / PUBLISHED KEYNOTE ARCHIVE

06 NUTRIEN

Senior agriculture inputs and fertilizer leadership | Vail, Colorado

THE CLIENT / AUDIENCE CHALLENGE

An important supplier to global farm production needed a credible view of automation and what it could mean for production systems and its own relevance to farmers.

THE KEYNOTE MESSAGES

Robotics; 24-hour farming; drone seeding; autonomous methods; rapid agricultural technology change and implications for crop inputs.

WHY IT MATTERS FOR A NEW CLIENT

Direct input-industry experience demonstrates that Jim understands the organizations surrounding farms as well as farmers themselves.

SOURCE: JIMCARROLL.COM / PUBLISHED KEYNOTE ARCHIVE

07 NORTHWEST FARM CREDIT COOPERATIVE

Farmers, producers and rural-finance audiences | Spokane

THE CLIENT / AUDIENCE CHALLENGE

Agricultural lenders needed to understand what future producers and farm business models might look like as science and data systems accelerated.

THE KEYNOTE MESSAGES

Genomics; intelligent packaging; drones; location intelligence; technology adoption and farm investment decisions.

WHY IT MATTERS FOR A NEW CLIENT

Links futuristic agricultural trends to financing, credit and the economically grounded decisions of farm operators.

SOURCE: JIMCARROLL.COM / PUBLISHED KEYNOTE ARCHIVE

08 UNITED SOYBEAN BOARD

Soybean growers and agricultural leadership | St. Louis

THE CLIENT / AUDIENCE CHALLENGE

A major commodity organization needed to help members see how accelerating agricultural science and global markets create both disruption and new opportunities.

THE KEYNOTE MESSAGES

Scientific exponentiation; data-driven production; crop and product innovation; long-run shifts in the business of growing and marketing agricultural products.

WHY IT MATTERS FOR A NEW CLIENT

Shows commodity-board experience that broadens the proof beyond one crop, company or production method.

SOURCE: JIMCARROLL.COM / PUBLISHED KEYNOTE ARCHIVE

09 REINKE MANUFACTURING

Agricultural irrigation systems leadership | Dallas

THE CLIENT / AUDIENCE CHALLENGE

An equipment business needed to understand how water management, connectivity and farming technology could change the product and customer relationship.

THE KEYNOTE MESSAGES

Hyper-connected agriculture; smart water; sensors and intelligent irrigation; new value beyond selling physical farm equipment.

WHY IT MATTERS FOR A NEW CLIENT

A direct agriculture-equipment example connecting technical change with product strategy and customer service.

SOURCE: JIMCARROLL.COM / PUBLISHED KEYNOTE ARCHIVE

10 4C SUMMIT | LIVESTOCK

Ranchers and livestock-industry operators | Tucson

THE CLIENT / AUDIENCE CHALLENGE

Ranching leaders faced rapidly advancing tracking and sensing technologies, and questions about practical implementation in livestock management.

THE KEYNOTE MESSAGES

The connected cow; animal-health information; sensors and emerging data-driven operations; building a future-positive response to technological disruption.

WHY IT MATTERS FOR A NEW CLIENT

A smaller, specialist producer event that complements the large-scale CattleCon experience.

SOURCE: JIMCARROLL.COM / PUBLISHED KEYNOTE ARCHIVE

THE AUDIENCE LEAVES WITH A PLAYBOOK.

A shared understanding of change and a credible next move.

OUTCOME 1

CONNECT THE TRENDS

See which changes reinforce each other and why they matter to this specific industry.

OUTCOME 2

TEST OLD ASSUMPTIONS

Recognize the business models and decisions that were built for a world that no longer exists.

OUTCOME 3

DISTINGUISH SIGNAL FROM HYPE

Understand what is established, what is emerging and where scenario thinking is more useful than a claim.

OUTCOME 4

ACT WITH GUARDRAILS

Select focused experiments, decision owners, risk controls and measures for learning and scale.

THE CLIENT EMAIL. THE RESPONSE.

An illustrative inquiry and a ready-to-adapt response for the bureau.

ILLUSTRATIVE CLIENT INQUIRY

Our agriculture conference brings together producers, co-ops, equipment providers, farm lenders and agribusiness executives. We want a keynote that connects AI and autonomous equipment to genomics, soil and climate intelligence, supply-chain resilience, the next generation of farmers and the need to modernize our operations. We want optimism, practical insight and a genuine understanding of farming.

SUGGESTED BUREAU REPLY

Jim Carroll would be a strong match for your agriculture & agribusiness event. Rather than a generic AI talk, Jim connects the industry's operating realities to technological, customer and market change. His three-decade track record includes the ten relevant client examples in this briefing. He would tailor the program to your audience, connect the trends to your strategic choices, and close with a practical plan for responsible action.

RESEARCHED. RELEVANT. ACTIONABLE.

The future is explored from the industry outward, not from a canned slide deck inward.

STEP 1

LISTEN

Understand the event, the decision-makers, the business issues and the questions people need answered.

STEP 2

RESEARCH

Combine archival experience with the client context, industry developments and meaningful signals.

STEP 3

CONNECT

Choose examples from the right segment, separating observed evidence from plausible future scenarios.

STEP 4

DELIVER

Provide a fast, visual, memorable story that leaves a common language and a practical next move.