

AGENDA | TUESDAY, JULY 28

07:00 08:00 Breakfast

08:00 09:00 Participant Registration

09:00 09:20 LatAm Agro University Welcome Session Day 1

PEPSICO - LatAm - Vision to Grow Together: From Farm to Market, Fireside Chat

09:20 09:50 **Athina Kanioura** - CEO Latin America Foods and Global Chief Strategy & Transformation Officer

Myrna Macías - CSCO & SVP SC Latin America Foods

09:50 10:20 **PEPSICO** - Positive Agriculture - Our Enabler for Sustainable Growth
Jim Andrew - Executive Vice President, Chief Sustainability Officer

10:20 10:40 **PEPSICO** - From Innovation to Adoption - What It Takes to Make Change Work at Scale

Rob Meyers - VP Global Agriculture

10:40 11:00 Coffee Break

MCKINSEY & COMPANY - Transforming LatAm Agriculture with AI

11:00 11:30 **Ryan McCullough** - Partner & ACRE Solution Leader, McKinsey & Company

Kelsey Carter - Principal Data Scientist, McKinsey & Company

11:30 12:00 **MICROSOFT** - The Frontier Farm: Nourishing the world with AI, Agents, and Human Judgement

Ranveer Chandra - Microsoft CTO, Agri-Food

12:00 12:05 Agro Tech Pavilion Instructions

12:05 13:00 **AGRO TECH PAVILION**

13:00 14:00 Lunch

14:00 14:30 **GOOGLE** - Google AI: From Research to Reality

Aaron Reinitz - Head of AI GTM North America Google

14:30 15:20 **GROWER'S FIRESIDE CHAT**

SYNGENTA - Driving Productivity Through Technology

15:20 15:50 **Jeremy Groeteke** - Global Agribusiness & Digital Transformation Executive, Board Advisor

15:50 16:05 Coffee Break

SIEMENS - Transforming the Food Industry Through Technology

16:05 16:35 **Alejandro Preinfalk** - President & CEO Mexico, Central America, & the Caribbean, SVP, Digital Industries

ClimateAi - The El Niño Phenomenon and Its Impact on Potato Production in LatAm

16:35 17:05 **Jordan Beherndt** - Director, Sales & GTM, ClimateAi

Carlos Hoyos - Senior Staff Data Scientist, ClimateAi

17:05 17:15 Day 1 Closing and Field Day Instructions

17:15 18:15 Agro Tech Pavilion

18:15 19:00 Free Time

19:00 20:00 **WELCOME COCKTAIL RECEPTION**

AGENDA | WEDNESDAY, JULY 29

05:45 09:20 Transfer from Safi Hotel Monterrey to "El Madero" Farm Aramberri, Nuevo León Hosted by Agrícola y Ganadera Delta

09:20 09:40 Kick-off and Coffee Break

09:40 09:50 **PEPSICO**
LatAm pep+ journey

09:50 10:05 **PEPSICO**
Strategic Priorities in Agro LatAm Driving Positive Impact

10:05 10:25 **PEPSICO & YARA**
Decarbonization Strategy in LatAm: Climate Choice Fertilizers and Nitrogen Use Efficiency Practices

10:25 10:30 On-site transfer

PEPSICO LATAM
Digital Agro Ecosystem
Yield Optimizer Demo

10:30 11:15 **AGROSCOUT**
AI Field Scouting Use Cases
GLOBAL AG OFFICE
A.I.gronomist
PEPSICO DVC
Inbound Transportation Control Tower

11:15 11:20 On-site transfer

11:20 11:35 **NETAFIM**
Drip Irrigation for Agro Productivity and Water Use Efficiency

11:35 11:50 **NELSON**
Precision Irrigation and Automated Valve Control

11:50 12:05 **CROPX**
Soil Management for Water Use Efficiency

12:05 12:15 On-site transfer
12:15 12:50 **PEPSICO AGRO & R&D AG SCIENCE**
LatAm Seeds and Frito Lay Varieties Development Strategy

12:50 13:00 On-site transfer

13:00 13:15 **PEPSICO**
Mexico's Cold Storage Model

13:15 13:30 **ACTUS**
Smart Potato Cold Storage

13:30 15:10 Lunch in Main Farm House "El Madero"

15:10 19:10 Transfer from "El Madero" Farm to Safi Hotel Monterrey



AGENDA | THURSDAY, JULY 30

08:00	08:10	LatAm Agro University Welcome Session Day 3
08:10	08:20	Workshop Logistics
08:20	11:00	FIRST PHASE OF WORKSHOPS
11:00	11:20	Coffee Break
11:20	12:30	SECOND PHASE OF WORKSHOPS
12:30	13:30	Lunch
13:30	16:10	THIRD PHASE OF WORKSHOPS
16:10	16:30	Coffee Break
16:30	17:50	FOURTH PHASE OF WORKSHOPS
17:50	18:05	LatAm Agro University Closing Remarks and Field Day 2 Instructions
18:05	20:00	Free Time

20:00 22:00 **CLOSURE DINNER**

WORKSHOP SESSIONS*

Water Management in Potato

EP

Designing and operating efficient irrigation systems to maximize yield performance.

AI For the Field

PepsiCo

Building practical skills to integrate AI and Microsoft tools into daily agronomic workflows.

Cold Storage

EP

Best practices for storage management: controlling temperature, humidity, and sprouting to preserve crop quality.

Plant Physiology in Potato

EP

Understanding key physiological stages: tuberization, bulking, and senescence, for proper crop management.

Regenerative Agriculture

EP

Regenerative agriculture practices to build healthy, living soil and improve long-term productivity.

Nutrient Absorption Curves in FL Varieties

EP

Mapping nutrient absorption curves by phenological stage in FL varieties.

AGENDA | FRIDAY, JULY 31

06:00	08:30	Transfer from Safi Hotel Monterrey to "Cerro de Agua" Farm Galeana, Nuevo León Hosted by Agropecuaria El Arranque
08:30	09:00	Kick-off and Coffee Break
PEST & DISEASES	09:00	09:20 SYNGENTA Seed Treatment and Zebra Chip Control Strategies
	09:20	09:40 SYGRO Pest Monitoring and Management
	09:40	09:45 On-site transfer
MECHANIZATION	09:45	10:05 GRIMME Digital Twin
	10:05	10:25 AVR Minimizing Bruising and Maximizing Quality
	10:25	10:45 MEXPORT Harvest Excellence for Better Storage
	10:45	10:50 On-site transfer
	10:50	11:10 AGROPECUARIA EL ARRANQUE Farmer Mechanization Journey
DIGITAL	11:10	11:30 AGROPECUARIA JV Farmer Adoption of Drone Applications
POST HARVEST	11:30	12:15 Transfer to Cerro de Agua – El Cuije
	12:15	12:55 PEPSICO AI-Powered Potato Sorting
	12:55	15:25 Transfer from Cerro de Agua – El Cuije to Safi Hotel Monterrey