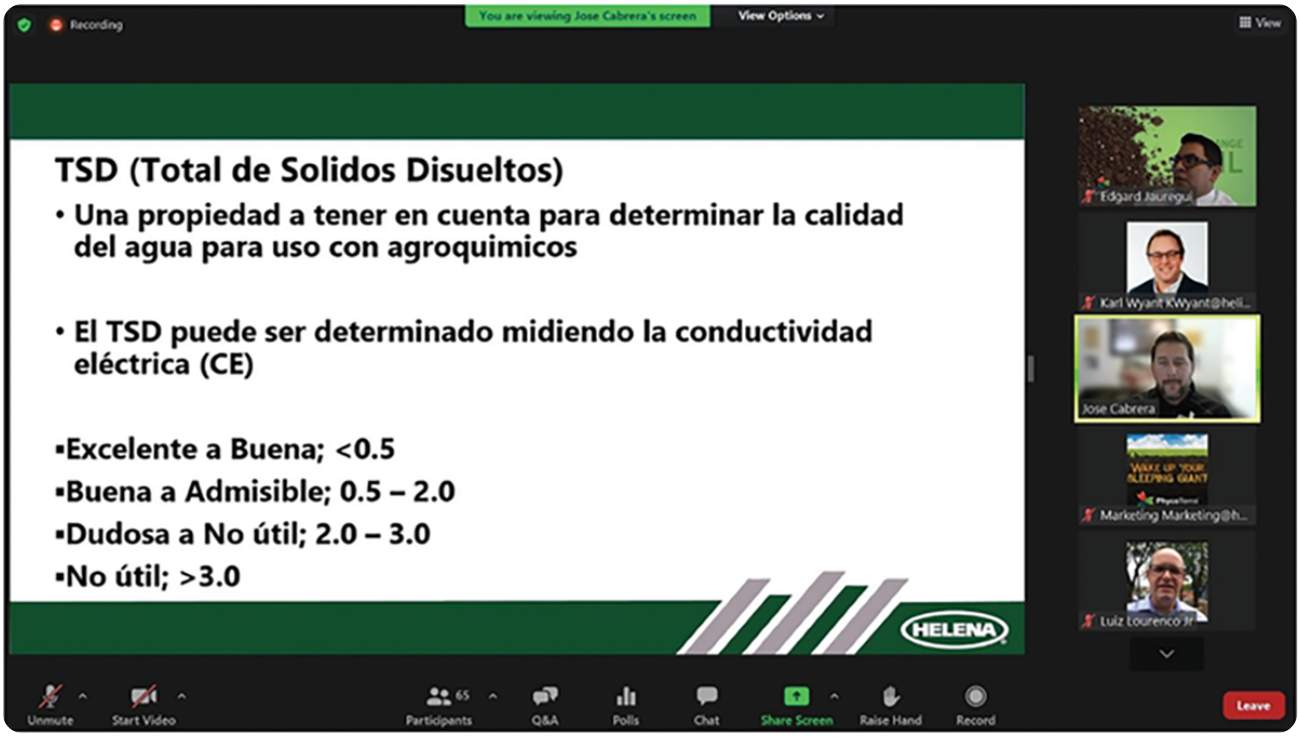
Science Societies

Virtual Latino American Conference focuses on emerging ag technology trends

June 28, 2022



In March 2022, Heliae Agriculture along with the International, Western Region, and Mexico CCA Programs organized and sponsored the first virtual Latino American Conference: "Emerging Ag Technology Trends in LATAM—Critical Resources for Crop Advisers."

With the recent challenges in agriculture, not only in the USA but globally, a need exists to expand the knowledge of agriculture practices and technologies in different countries—especially in Latin American (LATAM) countries. In the past two decades, agriculture across the LATAM region has increased; thus, the need of adapting **new ag technologies to support food production demands has grown**. According to **Food and Agriculture Organization of the United Nations (FAO)**, 28% of global agricultural exports will be coming from LATAM agriculture, meaning new and innovative tools will need to be introduced to these growers and region to surpass current productivity.

In March 2022, Heliae Agriculture along with the International, Western Region, and Mexico CCA Programs organized and sponsored the first virtual Latino American Conference: "Emerging Ag Technology Trends in LATAM—Critical Resources for Crop Advisers." It was virtual, free, and the entire event was delivered in Spanish. The objective was to educate LATAM growers and agricultural professionals, including CCAs, about agricultural resources currently being used in countries of this region.

The conference hosted professionals who drive significant impact in their countries for improved production. Speakers from Peru, Brazil, Ecuador, Colombia, Argentina, and the USA presented their experience and knowledge on important agronomic topics such as soil health, biological technologies, pest management, and organic agriculture.

Attendance outperformed expectations with 24 countries represented and 300 attendees. The event attracted CCAs from Mexico and the USA, along with agronomists from global markets, including Central America, South America, Europe, Asia, and Africa. This initiative was important to start bridging the gap of knowledge

among different agricultural communities. Attendees and presenters learned from each other and shared new technologies, tools, and practices that can be adapted to each country. Even though the growing conditions and crops may differ by country, sharing experiences and innovations can help agriculture evolve and support food needs. The collaboration among growers, crop advisers, the agricultural industry, and agricultural professionals plays an important role in solving current and new ag issues. This event laid the first stone to building a professional agricultural network of CCAs, ag professionals, and growers all over LATAM.

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