

Episode

3.8

# INNOVATION

SHOWCASE

## Artificial Intelligence and the Big Three

Featuring Art Van Zanten, Trouw Nutrition



In a time where a lot of things are disrupted, it's easy to get distracted by current events. In this discussion, we will be focusing on performance challenges that are affecting your margins. With the focus on AI and Data management as assistants to improve performance.

Together we will explore answers to the following questions:

- \* Which are the three culprits with their fingers in our wallets?
- \* Is what we are currently measuring enough?
- \* Are we using current data generated, efficiently?
- \* How can AI assist to improve performance.
- \* What mind shift do we need to receive optimum benefit.
- \* What framework do we need for slow and practical integration?

The greatest benefit AI has to offer is moving from management based on historical values to forecasting values. AI is changing our world at a rapid pace. AI has the ability to offer great benefits for improving performance on your farm. Join us for an exciting discussion and a bit of humor from time to time.

POULTRY INNOVATION PARTNERSHIP  
visionary change collaboration opportunity

*The Innovation Showcase is presented monthly by the Poultry Innovation Partnership and hosted by Brenda Reimer & Valerie Carney. Learn more at: [poultryinnovationpartnership.ca/innovation-showcase](http://poultryinnovationpartnership.ca/innovation-showcase)*

