



Agriculture UC Guideline

Your guide to agriculture related activities in the conference! We hope it is useful in helping you navigate the virtual platform.

Plenary Sessions

Monday, July 12 | 8:30 AM–12:00 PM PDT

Tuesday, July 13 | 8:30 AM–10:00 AM PDT

Included:

- Special Interest Group (SIG) Session
- User Presentations
- Technical Sessions
- Virtual Expo
- Things To Do

Virtual Info Desk

If you have any general questions during the event, please visit the Virtual Info Desk, located in the main navigation of the event platform.



Special Interest Group

The Esri Agriculture team will support a guided conversation through relevant trends in global agriculture and the increasing importance of geospatial technologies in light of climate change. Advancements in analytics and remote sensing are supporting amazing advancements in climate assessment, sustainable or regenerative farming, food security, and resource management. This panel discussion will span 40 minutes with 20 minutes of moderated Q&A.

Thursday, July 15 10:30 to 11:30 AM (PDT)

Panelists

Steve Renter, ProAg

Analytics & Risk Management

Dr. Marlen Eve, USDA ARS

Climate Change & Agriculture

Dr. Sally Golestan, Ministry of Communications & Information Technology Egypt

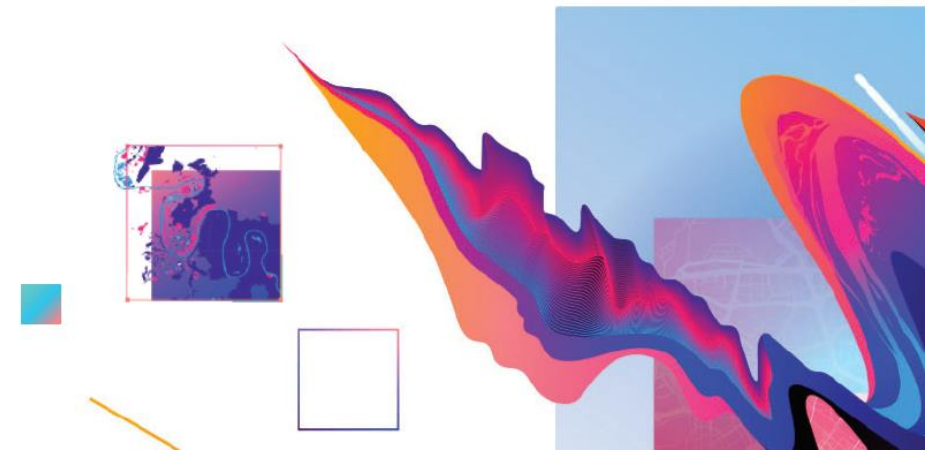
Food Security

Geoff Scott, Jackson Family Vineyards

Additional SIGs of interest

Thursday, July 15

- 6:45 AM Conservation
- 6:45 AM Women and GIS
- 6:45 AM Young Professionals Network
- 8:00 AM AEC: Environmental Consulting and Management
- 8:00 AM Non-Profit and NGO
- 8:00 AM Using GIS to Operationalize Racial Equity & Social Justice
- 9:15 AM Natural Resources and Environment
- 10:30 AM GIS for Equity & Social Justice
- 10:30 AM Water Resources
- 10:30 AM Wildfire
- 1:00 PM Ecos Sustainability and Environmental Justice
- 1:00 PM Sustainable Development Goals
- 2:15 PM Forestry
- 3:30 PM Renewable Energy





User Presentations

ON DEMAND SESSIONS

Available starting Sunday, July 11 at 9:00am PDT

Sweet and Sustainable: Using GIS to Prevent Future Cocoa-related Deforestation

Forests provide habitat for plants and animals and local and global benefits for people, including carbon storage, water regulation, and food provision. 90% of cocoa is grown by smallholder farmers on plots less than 5 hectares, and they face a myriad of challenges including pests, disease, and low yields.

Kellee Koenig- *Conservation International*

The Global Agriculture & Disaster Assessment System (GADAS) powered by Esri

The Global Agriculture & Disaster Assessment System (GADAS) is a publicly accessible USDA Foreign Agricultural Service (FAS) web platform powered by Esri that was designed to integrate a vast array of highly detailed earth observation data streams to assess agriculture and help mitigate disasters. Working with the Ministry of Agriculture in Honduras, GADAS strengthened their capacity to monitor maize and the government is better prepared to mitigate climatic impacts to production.

Anna Brenes- *USAID*

Combating Agricultural Drought in the Netherlands with Satellite GIS Data

Managing water is in the Dutch DNA. For centuries, the Netherlands has successfully fought against water. Creating dikes, windmills and tight channels stops the water or it is quickly discharged to the sea. For three years now, the Netherlands has had a new challenge: drought. In 2018 there was a severe drought with an incredible loss of biomass. It has been calculated that the agricultural sector has suffered an economic loss of 1 billion euros. Time to change strategy.

Wilmer Woudwijk- *Ministry of Agriculture, nature and food quality*

Search for these great user presentations and more using the filtered search capabilities in the agenda.

Mapping Horticulture Tree Crops in Australia

Australian horticulture tree crop growers and their industry have been spatially enabled, thanks to the Australian Tree Crop Map. This easy-to-use and interactive ArcGIS Online Web Application built by the Applied Agricultural Remote Sensing Centre, displays the location and extent of all commercial avocado, banana, citrus, macadamia, mango and olive crops across Australia. Using ArcGIS Online was a key enabler for the project, opening the spatial data to anyone, anywhere, on any device.

Craig Shepard- *UNE*

How to Create Conservation Plan Maps in 3D Using LiDAR and Imagery & AGOL

The creation of the Soil Conservation Service represented the culmination of the efforts of Hugh Hammond Bennett, *father of Soil Conservation* and the first Chief of SCS, to awaken public concern for the problem of soil erosion. Soil has long been confused with land. It is but one part of land. For conservation purposes, land must be regarded in terms of all its component parts: soil, slope, & climate, susceptibility to depreciation by erosion, over-cropping or other processes of deterioration.

Steven Nechero- *USDA NRCS NGCE*

Modernized Data Management for Fruit Fly Eradication Programs in Florida

Exotic fruit flies are a major threat to agriculture in Florida and the US. Due to their wide host range and rapid reproduction, detection of a single fly triggers a massive emergency eradication response involving personnel and resources from many State and Federal agencies. We developed a solution to transform pen and paper data collection, summarization, and interpretation into a comprehensive data management system for the emergency response branch performing eradication actions in Florida.

Katherine Fairbanks- *Florida Dept of Agriculture & Consumer Svcs, Div of Plant Industry*

User Presentations

ON DEMAND SESSIONS

Available starting Sunday, July 11 at 9:00am PDT

Mapping of Possible Expansion Areas of SOYA in PARAGUAY

According RTRS guide

Preparation of thematic zoning maps for the RTRS certification in Paraguay: The International Association of Responsible Soy (RTRS acronym in English - Round Table on Responsible Soy Association) is an international initiative created in 2006 that promotes the use and growth of sustainable soy production, through the commitment of the main sectors of the soy value chain, through a global standard of responsible production.

Federico Antonio Pekholtz Baez- *EFEPEK Servicios en Analisis Geoespacial*

Mapping Coffee and Carbon in the Time of COVID-19

While the global demand for coffee is growing, individual coffee farmers face many challenges including diseases like rust, price shocks, and climate change affecting suitability for coffee production. One way to help coffee farmers is to diversify their income sources from other plants grown on their farms, which could include shade trees, simultaneously contributing to CO2 drawdown from the atmosphere into woody biomass.

Kellee Koenig- *Conservation International*

Related Industry User Presentations

On-Demand Sessions

FORESTRY

Authoritative Forest Inventory Data Products for the Contiguous United States
Boundary Agnostic Data in a Shared Stewardship World
Developing Workflows for Large-Scale Cloud Analytics of Forest Inventory Data
Mapping the Stratification and Accuracy of Vegetation Classes in Miombo Forest
Using Satellite Imagery for Early Tracking and Detection

PLANNING

Growing Equitable Tree Canopy: Austin's Community Tree Priority Map

Related Industries

On-Demand Sessions

Search for these great user presentations and more using the filtered search capabilities in the agenda.

ENVIRONMENTAL & NATURAL RESOURCES MANAGEMENT

Crowdsourced Flood Monitoring and Applications for Inundation Model Validation

Department of Energy Office of Legacy Management Enterprise Geospatial Implementation Program

Detecting the Invisible: AI-Based Wetland Mapping

Implementation of a Regional Lead-in-Soil Environmental Investigation

New Jersey Department of Environmental Protection Leverages Web GIS to Improve Communication with Stakeholders

Underground Storage Tank Finder: EPA's National Map of Underground Storage Tanks and Releases

Using Suitability Modeling to Save Access to Rock Climbing Areas

Utilizing Survey123 and Dashboards for Environmental and HAZMAT Investigations

Crowdsourced Flood Monitoring and Applications for Inundation Model Validation

FISHERIES & WILDLIFE MANAGEMENT

Communicating Spatial Aspects of Endangered Species Pesticide Risk Assessment

Utilizing Esri Field Applications for Salmon and Steelhead Monitoring

CLIMATE CHANGE

Deploying Guyana's National Forest Monitoring Platform

CONSERVATION

Making Conservation Data Operational

A New Approach for Visualizing Biodiversity in Europe

Best Practices for Biodiversity Mapping and Analytics

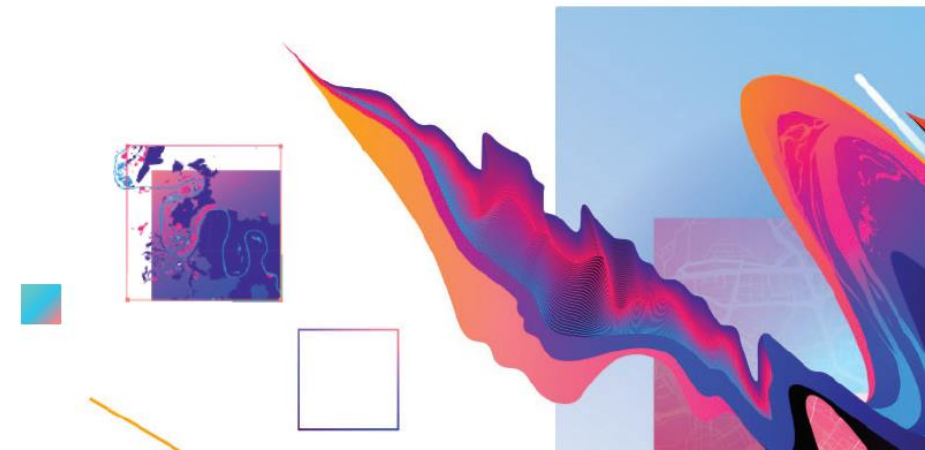
Building Partnerships for Landscape Level Conservation

Finding the Balance for Off-Road Vehicle Use

Restoring the World's Forests

Understanding Bird Migration with Enterprise GIS

Visualizing and Monitoring Global Biodiversity



Technical Sessions

Included are a subset of highlighted tech sessions; please check agenda for full offerings.

Monday, July 12		
Time	Session Title	Session ID
12:30 PM	ArcGIS and Microsoft 365: Better Together	12864
12:30 PM	ArcGIS Field Maps: An Introduction & What's New	12870
12:30 PM	ArcGIS Platform: A Developer's Introduction	13080
12:30 PM	ArcGIS Spatial Analyst: Suitability Modeler	13078
12:30 PM	Getting Started with Imagery	13226
12:30 PM	Living Atlas: An Introduction	12986
12:30 PM	Spatial Data Science in ArcGIS	13229
1:45 PM	ArcGIS API for JavaScript: An Introduction	13096
1:45 PM	ArcGIS Enterprise: What's New	13056
1:45 PM	ArcGIS Field Maps: Migrating to Field Maps	12871
1:45 PM	ArcGIS Image for ArcGIS Online: An Introduction	13115
1:45 PM	ArcGIS Pro: The Road Ahead	12775
3:00 PM	3D Across ArcGIS	13173
3:00 PM	ArcGIS Enterprise on Kubernetes: An Introduction for Administrators	13161
3:00 PM	Living Atlas: Livefeeds Maps and Workflows for Disaster Response	12948
3:00 PM	ArcGIS Enterprise: Deployment Options	13131
3:00 PM	ArcGIS Experience Builder: An Introduction	13038
3:00 PM	ArcGIS Image Analyst: An Introduction	13101
3:00 PM	ArcGIS Survey123: An Introduction and What's New	12883
3:00 PM	ArcGIS: Python Overview	13085

Tuesday, July 13		
Time	Session Title	Session ID
7:15 AM	ArcGIS Hub: An Introduction	13234
7:15 AM	ArcGIS QuickCapture: An Introduction and What's New	12881
7:15 AM	ArcGIS Enterprise: The Road Ahead	12777
7:15 AM	ArcGIS Experience Builder: Designing Apps with Style and Layout	13164
7:15 AM	ArcGIS Image Server: Image Management and Analysis at Scale	13227
7:15 AM	ArcGIS Velocity: An Introduction	13110
11:45 AM	ArcGIS Survey123: Working with Online Surveys	12882
11:45 AM	ArcGIS Enterprise: Q&A with the Product Teams	13072
11:45 AM	ArcGIS Imagery: What's New	13098
11:45 AM	ArcGIS Online: The New Map Viewer	13021
11:45 AM	Living Atlas: Imagery and Elevation	12946
1:00 PM	ArcGIS Enterprise: Designing Sites and Pages	13057
1:00 PM	ArcGIS Mission: An Introduction & What's New	13233
1:00 PM	ArcGIS Online: The Road Ahead	12776
1:00 PM	ArcGIS Pro: Migrating from ArcMap	12896
2:15 PM	Living Atlas: Environmental Content, Mapping, and Analysis Workflows	12949
2:15 PM	ArcGIS Field Maps: Data Collection & Inspection Workflows	12876
2:15 PM	ArcGIS Pro: 3D Analysis, an Overview	13176
2:15 PM	ArcGIS Pro: Q&A with the Product Teams	13236

Technical Sessions

Included are a subset of highlighted tech sessions; please check agenda for full offerings.

Wednesday, July 14		
Time	Session Title	Session ID
7:30 AM	ArcGIS Dashboards: Designing Effective Dashboards	13185
7:30 AM	ArcGIS Field Maps: Creating and Using Smart Forms	12875
7:30 AM	ArcGIS Velocity: Real-Time and Big Data Analytics	13118
7:30 AM	ArcGIS: Introduction to Deep Learning for Imagery	13105
7:30 AM	ArcGIS GeoAnalytics: Spatiotemporal Analysis of Big Vector Data	13071
7:30 AM	ArcGIS StoryMaps: What's New and What's Coming	13231
10:00 AM	ArcGIS Field Apps: The Road Ahead	12778
10:00 AM	Living Atlas: Esri Basemaps and OpenStreet Map	12992
10:00 AM	ArcGIS Pro: Taking Advantage of 3D	12852
10:00 AM	Big Data, Spatial Analytics and Machine Learning: Workflows and Applications	13120
10:00 AM	Drone Imagery: Creating Orthomosaics, DTMS and 3D Mesh	13122
11:15 PM	ArcGIS Field Apps: Q&A with the Product Teams	12880
11:15 PM	ArcGIS Monitor: Beyond the Basics	13061
11:15 PM	ModelBuilder: Tips and Tricks	13068
11:15 AM	ArcGIS 3D Analyst: Lidar Classification and Feature Extraction	13095
11:15 AM	ArcGIS: Map Wizardry	12823

Time	Session Title	Session ID
12:30 PM	ArcGIS Field Maps: Location Tracking	12877
12:30 PM	ArcGIS Survey123: Field Data Collection with Smart Forms	13238
12:30 PM	ArcGIS Enterprise: Publishing Content and Services	13058
12:30 PM	ArcGIS Hub: Managing and Collaborating with Your Community	13127
12:30 PM	ArcGIS Pipeline Referencing: Introduction and What's New	12891
12:30 PM	Enabling Conservation Planning with GIS: A Vision for 30 by 30	13222
12:30 PM	Spatial Analysis & Data Science: The Road Ahead	12779
1:45 PM	Deep Dive Into Deep Learning	13187
1:45 PM	ArcGIS Field Maps: Taking Your Maps Offline	12872
1:45 PM	ArcGIS Survey123: Advanced Smart Form Design	12884
1:45 PM	Spatial Data Science: What's New in Time Series Analysis	13054

EXPO

Included are a subset of highlighted tech sessions; please check agenda for full offerings.



con•terra

V203

con terra is an Esri Platinum Partner, bringing ArcGIS expertise & business-critical solutions to customers for over 25 years. This year we spotlight our security & access control solution for ArcGIS: security.manager. But security.manager isn't just about security! By allowing admins to control access to data within a service, it helps optimize workflows by filtering content without having to publish multiple services for each group. So stop struggling & start sharing, with security.manager.



CRITIGEN

V119

Critigen is a full-lifecycle spatial systems integrator driving business performance through spatial IT solutions. Critigen helps clients make spatial technologies "work" in organizations of all sizes, integrates spatial technologies with enterprise systems, and enables field users with mobile spatial solutions. With global reach, top-tier partnerships, and a full-lifecycle approach, Critigen delivers all components of a geospatial program: data collection, spatial processing, and analytics.



here

V125

HERE Technologies moves people, businesses and cities forward by harnessing the power of location. We enable our customers to achieve better outcomes - from helping a city manage its infrastructure or a business optimize its assets to guiding drivers to their destination safely. To learn more about HERE, please visit www.here.com and <http://360.here.com>.



GEOCOMM

V108

GeoComm serves local, regional, statewide, and military agencies nationwide, empowering us to execute our mission of helping save lives and protect property by delivering Public Safety Location Intelligence®: the right location data, on the right map, for the right people at the right time.



GeoDecisions

V172

GeoDecisions is an international consulting firm specializing in geospatial technology systems, cloud technology, and analytics for commercial, municipal, state, and federal government organizations. We offer a suite of SaaS and tailored solutions that equip decision-makers with the data, intelligence, and visual information critical to planning, logistics, public safety, emergency response, security, asset management, incident management, resource management, and mass notification.



V144

SSP provides award-winning solutions to electric, gas, and water utilities; telecommunications providers; and pipeline operators across the globe. Our solutions are designed to help our customers meet their unique business challenges through a combination of deep technology expertise and unmatched familiarity with utility industry best practices.



VertiGIS

V104

VertiGIS builds powerful GIS software for the real world. It offers solutions and services that help utilities, land management, public sector, energy, telecommunications, and industry customers make valuable connections and the build solutions they need to solve their unique business challenges. The VertiGIS product portfolio, including Geocortex, VertiGIS Utilities, ProOffice and M4 Solutions, is used by thousands of customers and millions of end-users around the world.



V174

Founded in 1991, GISinc provides Premier GIS Services to federal and state + local governments, as well as commercial clients. Using the science and technology of geography, GISinc integrates the spatial context to business information systems. GISinc helps customers leverage this intelligence to solve complex problems across the country and worldwide.

EXPO

Included are a subset of highlighted tech sessions; please check agenda for full offerings.

Organization	Booth	Organization	Booth
1Spatial Inc	V238	NASA Earth Science	V220
Airbus	V110	National Audubon Society	V122
Amazon Web Services	V231	NatureServe	V127
Association of American Geographers	V171	NOAA	V193
Bad Elf, LLC	V177	Patrick Engineering	V175
Blue Raster	V109	Planet	V132
Carlson Software	V115	Pro-West & Associates	V114
con terra GmbH	V203	RAMTeCH	V213
Critigen	V119	ROK Technologies	V133
DTN	V244	Royal Society for the Protection of Birds	V128
Eos Positioning Systems	V102	Safe Software Inc	V160
First American DataTree LLC	V274	Seequent	V249
GEO Jobe	V170	Skytec LLC	V215
GeoComm	V108	Spire Global	V200
GeoDecisions	V172	SSP Innovations LLC	V144
Geodesign - Penn State University	V120	Texas A&M University	V141
GISinc	V174	The Nature Conservancy	V240
HERE Technologies	V125	The Sanborn Map Company	V246
L3Harris Technologies	V153	The Trust for Public Land	V169
Laser Technology, Inc.	V106	Trimble Inc	V103
Leica Geosystems Inc.	V242	Unacast	V267
Magnolia River	V121	University of Denver - GIS Master's Program	V159
Maxar	V192	Ursa Space Systems	V211
Microsoft Corporation	V270	VertiGIS	V104
		Woods Hole Research Center	V116

Things To Do



UC Virtual Run/Walk/Bike 2021

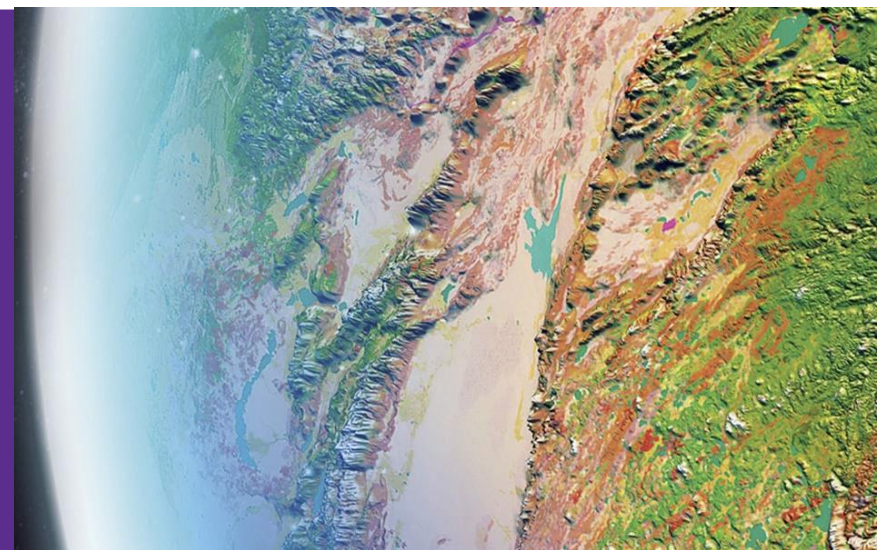
A fun and active way for you to get involved in this year's conference. Since we can't run together like we normally would, we are hosting a virtual event for participants of all abilities. You can run, walk, or bike as many times as you like between July 10 and July 18. Log your trips and help us reach our community goal to go around the world!

<https://uc-2021-running.hub.arcgis.com/>

Esri Science Symposium

Meet Dr. Dawn Wright, chief scientist of Esri, and special guest Dr. Healy Hamilton, chief scientist of NatureServe, on July 15 for a virtual, interactive discussion. Explore climate change, sustainability, geodesign, and more. The symposium theme is Working together to serve science and society. The symposium features a Q&A session and opportunities to connect with other science-minded users via our Esri Community.

<https://www.esri.com/en-us/about/events/science-symposium/overview>



Esri Agriculture Team



Adam Pittman
Team Lead
apittman@esri.com



Mark Dann
Sr. Account Executive
mdann@esri.com



Charlie Magruder
Sr. Account Executive
cmagruder@esri.com



Elvis Takow, PhD
Solutions Engineer
etakow@esri.com



Lo-Ruhama Westbrook
Marketing Specialist
lwestbrook@esri.com



Nick Short
Account Lead
*USDA Team,
National Government*
nshort@esri.com



Mike Bialousz
Account Executive
*Environmental,
State Government*
mbialousz@esri.com



Sunny Fleming
Solutions Engineer
*Environmental,
State Government*
sfleming@esri.com

Reach out to the Esri Agriculture staff during the conference by **chat** or **schedule a meeting**.

Plus, stay connected with the Esri Agriculture Community all year long!

- Twitter: [@EsriAgriculture](https://twitter.com/EsriAgriculture)
- LinkedIn: [Esri Agriculture Group](https://www.linkedin.com/groups/1234567890123456789/)
- [Esri's Agriculture Community](https://www.esri.com/arcuser/community/)