



German American  
Chambers of Commerce  
Deutsch-Amerikanische  
Handelskammern

German American Chamber of Commerce,  
Colorado Chapter  
1127 Auraria Parkway, Suite 6  
Denver, Colorado 80204  
Phone: (303) 837-1146 | Email: [info@gacc-co.org](mailto:info@gacc-co.org)  
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## German Agricultural Technology Symposium National Western Complex | Denver, CO Thursday, September 19, 2019 | 10:30am – 6:00pm

### Speaker Biographies

#### Welcoming Remarks

#### Introduction to Agricultural Economies of Germany and Colorado



**Hermann Huckert**  
**Governmental Representative**  
[Embassy of the Federal Republic of Germany](#)

Graduate Engineer at the Federal Ministry of Food and Agriculture in Germany (BMEL). Hermann Huckert has been working with the BMEL since 1983 in different divisions like Timber Market Policy, Common Agricultural Policy and Food Sector, Nutritional Prevention and Information as well as International Projects. He is currently working at the Embassy of the Federal Republic of Germany in

Washington.



**Tom Lipetzky**  
**Director, Marketing Programs & Strategic Initiatives**  
[Colorado Department of Agriculture](#)

Tom Lipetzky is the Director of Marketing Programs for the Colorado Department of Agriculture, a position he has held since 2006. He has responsibility for the state's agricultural marketing programs including export development, domestic and direct marketing programs, Colorado Proud, the Colorado Wine Industry Development Board and the state's eight market order programs. The Markets Division also provides size and grade inspections and conducts audits for producers and handlers seeking verification under USDA's Good Agricultural Practices (GAP) and Good Handling Practices (GHP) programs. From January 2010 to October 2011, Tom served as the Department's Chief Financial & Operations Officer.

He was recently appointed by Secretary of Agriculture Sonny Purdue to the USDA Fruit and Vegetable Industry Advisory Committee. Tom also serves as President of the North American Agricultural Marketing Officials (NAAMO) and Chairman of the Colorado Future Farmers of America (FFA) Foundation.

Prior to joining the Department, Tom worked with the U.S. Potato Board and U.S. Meat Export Federation, helping those organizations to develop export markets. Earlier in his career, he worked in various policy analysis, economic, and marketing roles with the North Dakota and United States departments of agriculture. Tom's work has taken him to nearly every state and some 50 countries worldwide.

He was raised on a grain and livestock farm in North Dakota and remains involved in the management of his family's farm. He earned his B.S. and M.S. degrees in Agriculture from North Dakota State University.



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## Keynote: Opportunities & Threats of Digitalization for the German Farmer



**Jörn Ehlers**  
**Farmer & Vice President**  
[Lower Saxony State Farmers Association](#)

Jörn Ehlers lives and works on his 650-acre family farm in northern Germany, where he grows wheat, rye, corn, and rapeseed, in addition to raising about 6,000 pigs per year. Over the past seven years, Jörn has partnered with three other farmers in his village when purchasing new machinery, in order to keep costs down while investing in the latest technology

Jörn graduated from the University of Kassel with a bachelor's degree in agriculture. During his studies, he also worked on farms in Ohio and Pennsylvania. Since 2011, Jörn has been leader of the local district of the Lower Saxony State Farmers Association. In 2017, he was promoted to Vice President of the entire organization, which has roughly 75,000 members and is the strongest voice for farmers in Northern Germany. One of the most important aspects of Jörn Ehlers' work with the Association is the education of young farmers.

## Panel 1: Local Farms, Global Markets

Colorado's food and agriculture industry generates more than \$5 billion in economic output annually, with local companies exporting their products to more than 100 countries worldwide. Likewise, German agricultural technology is ubiquitous on both sides of the Atlantic. How important is the global market to local economies here in the US (and in Colorado)? What talent does the global food & agriculture industry require? What does Colorado stand to gain through bilateral business relationships with partners like Germany?

### Moderator:



**Marc Arnusch**  
**President & CEO**  
[Arnusch Family of Companies](#)

Marc Arnusch is a third-generation farmer and is the owner of Marc Arnusch Farms; a diversified irrigated operation, located in Prospect Valley, CO. After graduating from college with a degree in Agriculture Economics, Marc returned to the family farm in 1995.

Marc Arnusch Farms encompasses nearly 3,000 irrigated acres today and specializes in growing valued-added crops including certified wheat and malt barley seed, malt barley for the craft-brewery industry and grain corn, silage corn and alfalfa for the local dairy market. Early in his farming career, Marc owned and operated the fourth largest onion shed in the state of Colorado, where onions from his facility were marketed into 32 States and 4 foreign countries.



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In addition to his production agriculture role, Marc has served in several leadership capacities including as the President and Vice-President of the Colorado Corn Administrative Committee. Under his leadership at Colorado Corn, the board installed numerous E-85 fueling stations, developed a farmer-owned workman's compensation company and began the formation of First Farm Bank. He also worked in Washington D.C. on the 2002 Farm Bill.

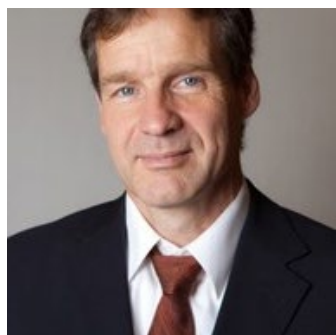
At the Colorado Farm Bureau, Marc has filled leadership roles including President of both Weld and Morgan County Farm Bureaus and now serves as a director on the Colorado Farm Bureau State Board and the Colorado Farm Bureau Mutual Insurance Company. Marc currently represents Colorado Farm Bureau on the American Farm Bureau National Water Policy Advisory Committee in Washington D.C.

Marc is a graduate of the Colorado Agriculture and Rural Leadership program (CARL), known today as Colorado Agriculture Leadership Program. (CALP). He has been appointed by Governor Hickenlooper to the SB-252 Committee discussing renewable energy mandates in Colorado and as Commissioner to the Colorado Groundwater Commission.

Early in 2014, Marc was recognized by the DTN/Progressive Farmer Magazine as one of America's Best Young Farmers and Ranchers for his operation's innovation and ability to overcome adversity and was recognized by the Colorado Agriculture Hall of Fame as its 2017 Rising Star in Agriculture award recipient. Most recently, Marc Arnusch Farms received the 2018 Conservationist of the Year Award from the Colorado Association of Conservation Districts.

Marc and his wife Jill are celebrating 27 years of marriage and are the proud parents of their son, Brett, who recently graduated from Colo State University with a degree in Natural, Environmental and Resource Economics. In his free time, Marc is an avid CSU football fan, a proud CSU and Alpha Gamma Rho alum and he enjoys attending and watching college sports of all kinds.

### **Panelists:**



**Thomas Herlitzius**  
**Professor of Agricultural System & Technology**  
**[Technical University of Dresden](#)**

Thomas Herlitzius, born in 1961 in Freiberg, is Director of the Institute for Natural Material Technology at Technische Universität Dresden and is heading the chair Agricultural Systems and Technology since 2007. After learning on a farm for three years and a three-year military service he studied Mechanical Engineering with a major in Design of agricultural machinery at the Technische Universität Dresden and graduated with Diploma Engineer in Mechanical Engineering (Master ME) in 1988. Until 1992 Thomas was working as a Scientific Research Engineer for agricultural machines at the TU Dresden and received his PhD in 1995. He began his industrial career in 1992 joining John Deere Works at Zweibrücken as a Design Engineer followed by a two-and-a-half-year period at Harvester Works in Moline, Illinois starting 1997. Back at Zweibrücken he held positions as team leader and project implementation manager at the Combine Engineering department and became Manager Combine Engineering in 2005.



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**Jon Moreland**  
**Managing Director**  
[PETKUS North America](#)

Jon Moreland is the Managing Director of PETKUS North America. He has more than 25 years of experience in the agribusiness with special focus on technologies from production to processing. He has been involved with major American manufacturers assisting to develop both domestic and international relationships.



**Chris Schooley**  
**Co-Owner**  
[Troubadour Maltings](#)

Christopher Schooley founded Troubadour Maltings in Fort Collins with Steve Clark in 2014 after an 18-year career in specialty coffee. Working primarily in the roasting and importing sectors of that industry, he developed a passion for production and raw materials; learning about and visiting where they came from, why that's important, and then in sharing those stories and how they impacted the quality of the product. Schooley also served on the Roasters Guild Executive Council and worked for the Specialty Coffee Association in Sensory Experience Design where he helped develop classes around production and sensory testing. After a number of collaborations with the craft beer industry, Schooley and Clark saw a unique opportunity to create something special in that supply chain and to tie everyone in it together in a meaningful and invigorating way. The Troubadour mission from day one has been to produce unique character driven malts that inspire creativity in those who use them. Troubadour has been in full productions since April 2015 and works with breweries and distilleries all over Colorado and throughout the country.

## Coffee Break & IGNITE Talk

### “From Grapes to Wrath: Wine Within the Age of Climate Change”



**Simone FM Spinner**  
**Author & Educator**  
[Wine Rocks & Chasing Grapes](#)

Simone is a wine expert who teaches the Get into the Glass educational wine series to the public through her company, Wine Rocks, LLC. She is also developing a unique adventure and wine tourism program called Chasing Grapes, LLC. Launching in 2019, the program will explore the world of wine through tours of Portugal, Spain, Italy, France, and Germany, taking along any curious oenophiles who care to join.

Simone is also working on her doctorate exploring the aesthetics of wine along with the effects of climate change on global wine culture. Simone is the author of *Denver Food: A Culinary Evolution*, and is currently writing two other books: *Lessons from the Lisbon Coast* and *Chasing Grapes*.





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## Panel 2: The 2030 Look – Sustainability, Profitability, and Climate

How does agricultural technology answer the demands of the consumer market? Can the 21<sup>st</sup> century farm be profitable and sustainable at the same time? What answers do we hope that science and technology will answer with growing climate concerns?

### Moderator:



**Sarah Bohnenkamp**  
**Communications Lead**  
[Global Roundtable for Sustainable Beef](#)

Sarah J. Bohnenkamp is a Business & Leadership Coach • Keynote Speaker • Workshop & Retreat Facilitator • and Communication Consultant who's been partnering with organizations like the National Institute for Animal Agriculture and the Global Roundtable for Sustainable Beef for nearly four years to execute communication efforts online and for special events like the 2017 & 2019

Sustainability Communicators Summits and Global Conference for Sustainable Beef, hosted in Ireland last fall. She believes communication is code for leadership and challenges leaders to do things the anti-average way to drive true change.

### Panelists:



**Dr. Gregory D. Graff**  
**Professor, Agricultural & Resource Economics**  
[Colorado State University](#)

My research interests concern the policy and economics of scientific research, technological innovation, and entrepreneurship. Within the context of agriculture and resources, questions of technology and innovation cut broadly and include changes in industry structure, economic development, global trade, and, reciprocally, influences back on the formation of government science and technology policies. Of

particular interest is the role played by intellectual property rights—as incentives for innovation and as marketable assets, but also as a source of transaction costs and inefficiencies in R&D in areas where common access problems may arise. Similarly, important is the process of technology transfer, whereby, in the U.S. and many other countries, publicly subsidized research generates private economic activity, seeding the entry of new process technologies, new products, new firms, and, occasionally, even entire new industries. A major theme in my work is the balance or tradeoff between the sometimes complementary and sometimes contradictory public versus private characteristics of knowledge as an economic good or asset. My empirical analysis focuses on the relationship between public and private sector innovation in the life sciences for applications in agriculture, medicine, and energy.



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### **Andy Knepp**

#### **CCA-SSp, Vice President, Environmental Strategy and Industry Activation**

##### **Bayer Crop Science**

Andy Knepp leads the Environmental Strategy and Industry Activation team for Bayer Crop Science. The team's focus is on advocacy for modern agricultural innovations and to demonstrate how technology can reduce agriculture's impact on biodiversity, greenhouse gas emissions, water usage and water quality. This effort extends globally through relationships and collaborative projects with environmental groups, grower associations, food value chain companies, and intergovernmental agencies.

Andy joined Bayer via Monsanto in 2005 and has held various roles in product development and agronomic support. His work has driven sustainability in agriculture through new product launches, leading the Field Sustainability research team, and helping transform Monsanto's Technology Development field research on to a digital research platform. Prior to joining Monsanto, Andy held roles in product development research and agronomy with Golden Harvest Seeds and DuPont-Pioneer.

Outside of Bayer, Andy has served the industry in numerous capacities. As chair of the International Certified Crop Advisers (ICCA) board of directors, he helped develop the 4R Nutrient Management Specialist and Sustainability Specialty certifications. He is a former appointee to the Illinois Nutrient Research and Education Council and serves on the advisory boards of the University of Illinois Professional Science Master's program and the Department of Agriculture at Illinois Central College. Andy is an active member of the American Society of Agronomy (ASA) and is the 2018 recipient of ASA's Agronomic Industry Award.

Andy holds a Master of Science degree in Weed Science and a Bachelor of Science in Agronomy, both from the University of Illinois at Urbana-Champaign.



### **Kara Smith**

#### **Co-Owner**

##### **Colorado Craft Beef, LLC**

My research interests concern the policy and economics of scientific research, technological innovation, and entrepreneurship. Within the context of agriculture and resources, questions of technology and innovation cut broadly and include changes in industry structure, economic development, global trade, and, reciprocally, influences back on the formation of government science and technology policies. Of particular interest is the role played by intellectual property rights—as incentives for innovation and as marketable assets, but also as a source of transaction costs and inefficiencies in R&D in areas where common access problems may arise. Similarly, important is the process of technology transfer, whereby, in the U.S. and many other countries, publicly subsidized research generates private economic activity, seeding the entry of new process technologies, new products, new firms, and, occasionally, even entire new industries. A major theme in my work is the balance or tradeoff between the sometimes complementary and sometimes contradictory public versus private characteristics of knowledge as an economic good or asset. My empirical analysis focuses on the relationship between public and private sector innovation in the life sciences for applications in agriculture, medicine, and energy.



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**Chris Uhlig**

**CEO**

**[Ceres Greenhouse Solutions](#)**

Growing up in Germany and coaching the German National Youth Team in American Football, Chris won the European Championship twice with that team. His coaching experience spilled over into the job world, where he spent nearly 20 years in the software industry in different sales, pre-sales and consulting roles. There, Chris created presentations, spoke at public events, and distilled technical details down to simple messages for potential customers while coaching people and leading teams.

He gathered his experience on three different continents, growing up in Europe, spending 3 years in Hong Kong and arriving in the US in 2006.

Chris joined Ceres in an advisory role in 2016 and full time in 2018. During this time Ceres has grown at a pace of over 200% per year. He found his passion in the sustainability aspect and the growth potential in disrupting a stagnant greenhouse market. A big part of Ceres' success is the team culture, innovate approach and focus on customer success.

## Happy Hour Reception & IGNITE Talk – “From Dirt to DNA & Back to Dirt”



**Robert Sakata**

**Owner**

**[Sakata Farms](#)**

Robert Sakata is the owner of Sakata Farms in Brighton Colorado which was started by his father Bob who at 93 years old still goes to the office almost every day. Growing up on the family farm his parents were a great example of how important involvement in the community is. Following in their footsteps, Robert is founding President of the board of directors for the Colorado Fruit & Vegetable Growers Association, which aims to fill a need for a common voice representing produce

growers across the state. Robert also serves on the board of directors of the Colorado Water Congress, the Fulton Irrigation Company, and is the president of the New Brantner Irrigation Ditch Company. He also serves on the Board of Trustees for the National Onion Association as well as the Colorado Agriculture Water Alliance executive committee, and was recently appointed by Governor Polis to the Inter Basin Compact Committee. Robert served the state of Colorado on the Water Quality Control Commission (WQCC) for 15 years appointed by three different Governors. The WQCC is charged with setting the water quality standards protecting designated uses for waters of the State. While studying at the Molecular Cellular & Developmental Biology department at University of Colorado Robert worked for AMGEN when they opened their research labs in Boulder. Currently Sakata Farms grows dry bulb onions, winter wheat, grain corn, pinto beans and barley on his family farm.