

SPROUTING SUCCESS SPEAKER SERIES Meeting the Challenge: Innovation in Agriculture

Humboldt Sask. – Nov. 13, 2024 | Panelist biographies



Cory Willness is from Naicam, SK and is the CEO and co-founder of Croptimistic Technology Inc. The company is well known for the proprietary brand SWAT MAPS (Soil, Water And Topography MAPS) which integrates many layers of soil data to build a single foundation map for zone soil sampling, variable-rate fertility, seed, and soil-applied pesticides and amendments. Croptimistic’s team of 80 staff deliver the SWAT ECOSYSTEM of hardware, software, training and support that provides premium service to farmers and partners internationally. Cory has worked hands-on with agronomy and agtech tools his entire career and has a passion to lead Croptimistic on the vision of being the global leader in premium precision agriculture services.



Kyle Folk, founder and CEO of Ground Truth Ag, grew up grain farming with his parents on their 4000-acre farm. In 2011 he founded an AgTech company called IntraGrain Technologies Inc. Kyle started IntraGrain from nothing and grew it to be one of the largest grain storage monitoring companies in the world before it was acquired in 2018 by a Canadian public company. Now Kyle is tackling automated grain grading and quality throughout the supply chain to drive efficiency, consistency and reliability in our grain and food supply.



Michael Ferguson is co-founder of Collective Impact. “If you want to make small changes, change the way you do things. If you want to make big changes, change the way you see things.” This quote from Don Campbell summarizes Michael’s belief in agriculture today. From having first experience IN the fields, to consulting ON fields and farms, to working with industry partners, his goal is to inspire continuous improvement. With 14 years of working with producers and industry, he continues to learn and adapt with the implementation of new technology, management practices, and the current economic environment everyone currently faces. With post-secondary education in finance and accounting, numbers and data are crucial for his analysis along with his everyday experiences to help others understand the famous question of “why?”

