

## **Tough conversations to have with your farmers**

Working as an agronomist can be very challenging and very fulfilling. As a professional agronomist, you are dealing with new products, new technologies and new legal parameters. Using all my years of experience in the Manitoba Ag Industry, working with various crop and various situations, as given me a unique perspective when working with new and existing clients.

This presentation will hope to address some of the challenges and successes I have had in the industry and hopefully provide some guidance for new agronomist starting their career and maybe even help some of the more seasoned agronomists deal with “Tough conversations to have with your farmers”.