

Dear Sir/Madam,

The Netherlands Embassy in Washington DC, in partnership with the Netherlands Consulate in San Francisco, UC Davis, California Department of Food and Agriculture and Wageningen University in the Netherlands invite you to a one-day seminar on water efficiency and water quality in agriculture and horticulture.

'More Cash per Splash'

A one-day seminar on using water technology and applied sciences to improve water quality and water efficiency in agriculture and horticulture.

Date

Monday, December 10th, 2012

Time

8:30 am - 5:30 pm

Location

UC Davis Alumni Center - Alpha Gamma Rho Room

Three sessions will explore California's current state of affairs in agriculture and horticulture as it pertains to water efficiency and water quality.

Sessions:

- Panel discussion: The current state of affairs in California and how future limitation of water will impact agriculture and horticulture.
- Presentations and show-case on improving water efficiency in agriculture and horticulture with the use of applied science and technology.
- Presentations and show-case on improving water quality in agriculture, and horticulture with the help of applied science and technology.

Finally, we invite you to stay for a networking cocktail to further exchange ideas and make new connections.

For complete program, UC Davis map and parking directions please [click here](#).

[Register here](#)

Partners



Tentative Agenda

Monday, December 10, 2012

8:30 a.m. – 5:30 p.m.

8:30 a.m. Registration and Coffee

9:00 a.m. Welcome Remarks

Dr. Linda Katehi | Chancellor, UC Davis *To be confirmed*

Mr. Bart van Bolhuis | Consul General for the Netherlands in San Francisco. *Confirmed*

9:10 a.m. Keynote Address

Dr. Doug Parker | Director, California Institute for Water Resources and Strategic Initiative Leader for the Water Initiative. *Confirmed*

9:30 a.m. Session I: Panel discussion the current state of affairs in California on agricultural production and how future limitation of water will impact agriculture and horticulture.

Prof. Daniel Sumner | Director CAES Ag. Issues Center. *Confirmed*

Mr. Danny Merkley | Director Water Resources at California Farm Bureau Federation. *Confirmed*

Mr. Janjo de Haan | Project Leader Soilless Cultivation of Outdoor Crops, Wageningen UR. *Confirmed*

10:30 a.m. Coffee Break

10:45 a.m. Session II: Presentations and show-cases on improving water efficiency in agriculture and horticulture with the use of applied sciences and technology.

Applied sciences.

Dr. Manucher Alemi | Chief, Water Use and Efficiency Branch, Department of Water resources. *Confirmed*

Industry and innovative water efficiency solutions and technologies.

Prof. Wim Bastiaanssen | Co-Founder and CTO of Eleaf. *Confirmed*

Mr. Jan Hadders | Founder and CEO of Dacom. *Confirmed*

Dr. Khalid M. Bali | Irrigation/Water Management Advisor and County Director, UC Cooperative extension. *Confirmed*

Mr. Bruce Borden | Co-founder and CEO of gThrive. *Confirmed*

12:45 p.m. Lunch Buffet

2:00 p.m. Session III: Presentations and show-cases on improving water quality (e.g. reducing nitrate emission) in agriculture and horticulture with the use of applied sciences and technology.

Applied sciences.

Dr. Thomas Harter | Cooperative Extension groundwater Hydrologist, UC Davis.
Confirmed

Mr. Janjo de Haan | Project Leader Soilless Cultivation of Outdoor Crops,
Wageningen UR. *Confirmed*

Industry and innovative water quality solutions and technologies.

Mr. Albert Jansen | Innovation manager & Business Development Water, TNO.
Confirmed

Mr. Parry Klassen | Executive Director, Board of East San Joaquin Water
Quality Coalition. *Confirmed*

Mr. Dick Zwartveld | Product management, Priva. *Confirmed*

4:00 p.m. Wrap-up and final comments by the day's facilitator.

4:15 p.m. Networking Reception

5:30 p.m. End of Program