

# CAMA'S AGRI-MARKETER OF THE YEAR

by Robin Cook, AdFarm

**E**ntrepreneur. Visionary. Marketer. Passionate promoter of agriculture and technology. Those are just some of the phrases people have used to describe **Robert Saik**.

As the Founder, President and CEO of the **Agri-Trend Group** of Companies, Rob Saik's impact on Canadian and global agriculture has been enormous. Agri-Trend is North America's most expansive network of agricultural advisors, employing over 170 agri-coach professionals serving crop input retailers and over 1,400 farmers and 7.1 million acres of cropland across Canada, the U.S. and Australia.

That might seem like enough to have on your plate, but for Rob, that's just the beginning. Rob also created the annual Farm Forum agronomy conference, which attracts over 1,000 of Western Canada's most progressive farmers and sells out every year. His publication, *AgAdvance* is one of Canada's fastest growing farm magazines; his webisodes on *Realagriculture.com* have a following of over 10,000 viewers and his new book *The Agriculture Manifesto: 10 Key Drivers that will Shape Agriculture in the Next Decade* is an **Amazon** best seller.

Rob has been influential in nearly every facet of the agricultural industry. From getting dirty with the blood, sweat and tears of farming, to becoming an expert in the delicate physiology and chemistry of how things grow,

to gaining insight into new technologies that benefit profitable crop production, Rob Saik is always in the middle of the action.



Robert Saik

After managing his own farm at 14 years old, Rob completed a bachelor of science in agriculture at the **University of Alberta**. He specialized in soil science and plant nutrition, and upon graduation put those skills to work in a variety of technical roles across the prairies.

He also spent time learning the ag retail business, and working with internationally-renowned soil and crop nutritionist **Jerry Stoller**.

In 1997, Rob founded **Agri-Trend Agrology** with the goal of helping farmers make better decisions on crop input purchases. Before then, there had not been a system geared towards "coaching" farmers unless that advice was tied to the sale of products. Rob saw a way to develop a systemized process for delivering agronomic

advice to farmers .... working with growers to grow profits.

This vision captured the attention of both farmers and retailers and the "industry of crop consulting" became an accepted practice for progressive farmers.

Always ahead of the curve, Rob has built upon his existing Agri-Trend network and recently introduced a brand new division: **AgriData Solutions**.

As more and more organizations move towards big data management, AgriData has been a crucial tool for many major players, including farmers, Agri-Trend coaches, **Simplot's** potato business, and many **John Deere** dealerships.

Rob Saik is a respected and trusted voice in the industry, and one that is speaking wisely about improving the way agriculture markets and does business.

His advice on crop inputs and farm management is sought-after across the globe, not just because Rob holds a deep understanding of the processes that contribute to successful farming, but because he genuinely cares about improving the state of agriculture at an individual, national and international level.

His newest project is to develop a 90 minute documentary called "KNOW GMO" to expand the understanding of modern agriculture.

Rob Saik is a recognized and respected entrepreneur, businessman and visionary. And as a marketer he has few equals. **AM**



Agri-Trend team