



MEDIA KIT 2026

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 **RDAR**
Results Driven Agriculture Research

ABOUT

Agriculture is the lifeblood of Alberta — driving economic growth, creating jobs, and sustaining communities across the province. As Alberta's premier funding organization for agricultural innovation, RDAR is proud to bring the industry's leaders together to help shape the future of the sector.

Every summer, RDAR welcomes hundreds of farmers, agri-business leaders, and researchers to Round-Up — the season's leading networking and learning event for Alberta's producers. Round-Up is more than just an event; it's where Alberta agriculture comes together to collaborate, share knowledge, and make a real and lasting difference for farmers, processors, and all levels across the agri-business value chain.

Attendees experience engaging presentations on topics at the forefront of producers' minds, insightful and inspiring keynote addresses, and hands-on workshops and seminars showcasing the latest in on-farm innovation — hosted by our valued industry partners and colleagues.

Whether you're looking to discover new funding opportunities, explore cutting-edge research, or connect with the people driving growth in Alberta's agriculture sector, Round-Up delivers.

Best of all, Round-Up is completely free, and all guests are warmly invited to join us for a freshly prepared lunch lovingly crafted from the very finest of Alberta's own produce — a fitting celebration of the industry we're all so proud to support.



GOVERNMENT GUESTS

RDAR is delighted to welcome the Honourable Tara Sawyer MLA, the newly appointed Minister for Agriculture & Irrigation, to provide official greetings from the Alberta Government.

Tara Sawyer - MLA Olds-Didsbury-Three Hills



Tara Sawyer was first elected to the Alberta Legislature in a by-election on June 23, 2025. She is a farmer, business owner and agriculture leader.

Before being elected she served as Chair of Grain Growers of Canada – advocating for Alberta and Canadian farmers across the country and around the world. She also served as Chair of Alberta Grains and Alberta Barley and is a respected voice on agriculture policy, market access and sustainability.

Tara lives and works on her family farm near Acme, Alberta, where she and her husband Matt and 3 adult children raise wheat, barley, canola and hay. From the farm to the boardroom to the international stage, Tara brings a grounded approach bridging the rural-urban divide and a deep respect for Alberta's values and industries.



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The Heritage Centre, Cremona, AB

FEATURED CONTRIBUTORS



Dianne Finstad - Master of Ceremonies

Dianne used her southern Alberta ranch roots to build what's become a long communications career in television, radio and writing. She's specialized in her passions of agriculture and rodeo coverage. Dianne is based in the Red Deer area; and also does announcing at places like the Ponoka and Calgary Stampede's, as well as reporting from the Canadian Finals Rodeo.



Dr. Sidney Shapiro - Keynote

RDAR is delighted to welcome Dr. Sidney Shapiro as today's keynote speaker.

Dr. Shapiro is an Assistant Professor of Business Analytics in the Dhillon School of Business at the University of Lethbridge and an Adjunct Assistant Professor of Computer Science.



Dr. Mark Redmond - RDAR CEO

With a PhD in infectious diseases, Mark has experience as a scientific researcher, inventor and innovator, senior health system administrator, education leader and entrepreneur.

Mark has held the position of RDAR CEO since 2021.



D'Arcy Hilgartner - RDAR Board Chair

D'Arcy was elected RDAR Board Chair in January 2026, having been a board member since 2022.

D'Arcy holds a BSc in Medical Laboratory Science from the University of Alberta and has held numerous positions on pulse and grain boards.



Herman Simons

Herman Simons is the Manager of Smart Ag Applied Research at Olds College of Agriculture & Technology, where he leads a dedicated team of Precision Ag Enthusiasts at the Centre for Innovation.



Neil Wagner

As Senior Product Owner for Farm Credit Canada's AgExpert, Neil is focused on researching emerging technologies and translating real-world industry experience into practical solutions for producers.



FEATURED CONTRIBUTORS



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Morgan Wadsworth

Morgan's work focuses on exploring emerging technologies and trends in agriculture by designing and leading experiments that help Farm Credit Canada better understand what's next for the industry.



Brianna Elliot

Brianna Elliot is a Project Lead with the Technology Access Centre for Livestock Production at Olds College. Her work focuses on adaptive grazing systems, forage management, and the integration of emerging technologies into commercial beef operations.



Jenn Walker

While based in research, Jenn is also engaged in extension/ agronomy as well as other areas within the Alberta Pulse Growers organization. Jenn graduated from the University of Alberta with a PhD in Plant physiology focused on range and pasture management.



Dr. Lindsay Rogers

Dr. Lindsay Rogers completed her BSc in Chemistry from Trinity Western University in 2011 and then obtained her DVM from WCVN in 2015. She joined UCVM as the Client Services Veterinarian for the livestock services expansion at the DSU in 2021.



Jay Whetter

As the manager of knowledge and technology transfer with the Canola Council of Canada, Jay manages Canola Digest magazine, Canola Watch agronomy emails, and the Canola Research Hub and Canola Encyclopedia. All of these feed into the CanolaChat tool. Jay grew up on a farm near Dand, Manitoba and has been a farm journalist for over 25 years.



Kristin Thompson

Kristin is the Knowledge Mobilization Specialist with the Beef Cattle Research Council (BCRC). Kristin coordinates the development, maintenance and utilization of various knowledge mobilization resources, including BCRC's webinars, blog articles, and content on BeefResearch.ca. She also manages the Canadian Beef Knowledge Mobilization Network and Cowbytes program upgrades.





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FEATURED PARTNERS

RDAR is pleased to share that the following industry partners will be exhibiting at Round-Up 2026 to share and discuss their innovations with guests:

- Farm Credit Canada
- University of Alberta
- RDAR Producer Research & Evaluation Project (PREP)
- Western Crop Innovations
- Foothills Forage & Grazing Association
- Gallagher eShepherd
- Mountain View County
- Beef Cattle Research Council
- Canola Council Canada
- Olds College of Agriculture & Technology
- University of Calgary Faculty of Veterinary Medicine
- Alberta Pulse Growers
- Genome Alberta
- RDAR OFCAF Team

ABOUT RDAR

RDAR targets strategic investments in producer-led, results-driven agriculture research to power the profitability, productivity, competitiveness, and sustainability of agriculture in Alberta. As a not-for-profit organization, RDAR's funding comes from the Government of Alberta, and the Government of Canada through the Sustainable Canadian Agricultural Partnership.



MEDIA AVAILABILITY

For all enquiries regarding guest availability for interview, or further information on RDAR or Round-Up, please connect with RDAR's Manager, Stakeholder Engagement & Communications, Richard Hilton (Richard.Hilton@rdar.ca).

FIND US ON



RDAR Round-Up 2026 Event Address:

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