

# APPHARVEST CEO JONATHAN WEBB TO LEAD CEO KEYNOTE PRESENTATION AT LAS VEGAS 2022 INDOOR AG-CON

*AppHarvest Founder | CEO Jonathan Webb will lead the Indoor Ag-Con keynote, "How Tech In Farming Can Build A Resilient Food System," on Feb 28, 2022 at 11 am*

LAS VEGAS, NV, UNITED STATES, January 11, 2022 /EINPresswire.com/ -- [AppHarvest](#) Founder and CEO Jonathan Webb will lead the [Indoor Ag-Con keynote](#) presentation, "How Tech In Farming Can Build A Resilient Food System," on Monday, February 28, 2022 from 11:00 am – 11:50 am. A headliner

event at the February 28 – March 1, 2022 edition of the trade show and conference for the indoor|vertical farming industry at Caesars Forum in Las Vegas, Webb's discussion will focus on what needs to be done to truly fix the world's food system. And that, according to Webb, is the Farm of the Future, which he is creating at AppHarvest by investing in robotics, artificial

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*Brian Sullivan, partner,  
Indoor Ag-Con, LLC.*

intelligence and tele-operation, while developing the types of technologies that were required for Amazon to transform retail.

Themed "Growing Your Business," Indoor Ag-Con will give attendees the opportunity to explore new resources on the expo floor and hear from Webb, other CEOs, thought leaders and industry experts from today's cutting-edge farms and other innovative companies.

During his keynote presentation, Webb will dive deep into what new technologies can deliver quality produce with safe, more efficient growing methods-- which is good for all

stakeholders -- and how AppHarvest's AI and robotic technology allows the company to make



AppHarvest Founder & CEO Jonathan Webb Joins CEO Keynote Line-Up For Indoor Ag-Con 2022 In Las Vegas

data-driven decisions on plant health, productivity and better predict crop yield.

Webb will also discuss how AppHarvest is bringing these technologies to market with its TechCo business, which is expected to serve the entire controlled environment agriculture sector.

Jonathan Webb is the Founder & CEO of AppHarvest, a sustainable foods company developing and operating some of the world's largest high-tech indoor farms to build an efficient food system.

Before founding AppHarvest, he spent years developing massive solar projects for the U.S. Department of Defense. During this time, Webb learned about the Netherlands' modern, tech-forward system of hydroponic agriculture. This research, coupled with reports that global food production would need to nearly double by 2050 and news of expanding drought and wildfire across the country, led him to realize that the American food system required change – fast.

He returned home to Kentucky to start AppHarvest. Jonathan knew that, by harnessing the best of nature's capabilities with future-forward technology to grow delicious produce at scale, we could tackle systemic supply chain issues while also advocating for modern methods of sustainable farming. He also knew that AppHarvest could reduce environmentally costly diesel emissions incurred during the shipping process by locating closer to consumers, all while delivering more reliably fresh and nutritious fruits and vegetables.

"Jonathan Webb's vision for the future of agriculture and the steps he is taking with AppHarvest to get there are inspiring and exciting," says Brian Sullivan, partner/owner, Indoor Ag-Con LLC. "We are thrilled to have him join the Indoor Ag-Con keynote stage in February and know our audience will be eager to hear from him."

#### ROBUST 2022 CONFERENCE SCHEDULE NOW IN DEVELOPMENT

Webb's presentation joins the Indoor Ag-Con 2022 CEO keynote line-up, which also includes the opening morning kick-off session with Steve Platt, CEO, BrightFarms and Steven Bradley, VP, Cox Cleantech, Cox Enterprises. Look for additional announcements coming soon on other headliner keynote presentations planned for the February edition. The 2022 conference will also include a full roster of panel discussions offering a deep dive into three core tracks – Grower, Business & Technology.

Attendees will find more new initiatives and show highlights to explore in February, including:

#### CO-LOCATION WITH NATIONAL GROCERS ASSOCIATION SHOW

New for 2022, Indoor Ag-Con will co-locate with the National Grocers Association (NGA) Show, the leading trade show and conference for independent grocers, offering even more networking and business opportunities for attendees and exhibitors alike. The NGA Show and Indoor Ag-Con visitors will have access to all exhibits, and discounts will be available for cross-over educational event attendance. Look for more details coming soon.

## EXPANDED EXHIBIT FLOOR

2022 will also welcome the largest expo floor yet for Indoor Ag-Con. From irrigation and LED lighting to environmental control systems, substrates, greenhouse equipment, energy solutions, business services and more, attendees will have the chance to see the latest introductions and innovations from some of the biggest names in the business, as well as emerging leaders.

## MORE NETWORKING

Exhibitors and attendees can enjoy complimentary luncheons on the show floor each day, a show floor cocktail reception, breakout sessions and other opportunities to reconnect with friends and meet new business partners.

## QUICK FACTS:

WHEN: Monday, Feb. 28 – Tuesday, Mar. 1, 2022

WHERE: Caesars Forum, 3911 Koval Lane, Las Vegas, NV 89101

INFO: For information on exhibiting or attending visit [www.indoor.ag](http://www.indoor.ag) or email [suzanne@indoor.ag](mailto:suzanne@indoor.ag)

## ABOUT INDOOR AG-CON LLC

Founded in 2013, Indoor Ag-Con has emerged as the premier trade event for vertical farming | indoor agriculture, the practice of growing crops in indoor systems, using hydroponic, aquaponic and aeroponic techniques. Its events are crop-agnostic and touch all sectors of the business, covering produce, legal cannabis | hemp, alternate protein and non-food crops. In December 2018, three event industry professionals – Nancy Hallberg, Kris Sieradzki and Brian Sullivan – acquired Indoor Ag-Con LLC, setting the stage for further expansion of the events globally. More information: <https://indoor.ag>

## ABOUT APPHARVEST

AppHarvest is an applied technology company in Appalachia developing and operating some of the world's largest high-tech indoor farms designed to grow non-GMO, chemical pesticide-free produce, using up to 90 percent less water than open-field agriculture and only rainwater while producing yields up to 30 times that of traditional agriculture on the same amount of land without agricultural runoff. The company combines conventional agricultural techniques with world-class technology including artificial intelligence and robotics to improve access for all to nutritious food, farming more sustainably, building a domestic food supply, and increasing investment in Appalachia. The company's 60-acre Morehead, KY facility is among the largest indoor farms in the world. For more information, visit <https://www.appharvest.com/>.

Suzanne Pruitt

Indoor Ag Con

+ + +1 404.452.1884

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