

# CEA Industry Leaders to Outline Future Trends at CEA Summit East Keynote

*The CEA Summit East announces one of two headliner keynotes for October 1-2, 2024 edition at the IALR Conference Center in Danville, Virginia.*

DANVILLE, VIRGINIA, UNITED STATES, August 20, 2024 /EINPresswire.com/ -- The Controlled Environment Agriculture (CEA) Summit East is excited to announce that the keynote address, "Leadership Insights: Charting the Future Landscape of Controlled Environment Agriculture," will take place on Wednesday, October 2, 2024 at 9 AM at the Institute for Advanced Learning and Research (IALR) Conference Center in Danville, Virginia.

This session is one of two featured keynote addresses joining the full conference line-up for the October 1-2, 2024 edition, providing attendees with a double dose of expert insights and forward-thinking discussions. This keynote will bring together leading executives in the CEA industry to explore predictions, strategies, and perspectives on the emerging trends that will shape the future of controlled environment agriculture.

The panel will feature Carl Gupton, CEO, Greenswell Growers; John McMahon, Co-Founder & COO, Better Future Farms; and Molly Montgomery, Acting CEO & Executive Chair, AeroFarms. The keynote will be moderated by Emily Gee, a member of the Board of Directors for the CEA Alliance and Director of Marketing, AeroFarms.



The graphic features the event title "CEA SUMMIT EAST" in large green letters, with "PRESENTED BY INDOOR AG-CON & CONTROLLED ENVIRONMENT AGRICULTURE INNOVATION CENTER" to its right. Below this, it lists "Greenhouse | Vertical Farming | Indoor Agriculture". On the right side, it specifies the dates "October 1-2, 2024" and the location "IALR Conference Center Danville, VA". A row of four headshots shows the panelists: Emily Gee, Carl Gupton, John McMahon, and Molly Montgomery. Below each headshot is their name and company logo: Emily Gee (CEA Alliance), Carl Gupton (Aerofarms), John McMahon (Greenswell Growers), and Molly Montgomery (Better Future Farms). Below the headshots, the text reads: "CEA Summit East 2024 Keynote Panel features Carl Gupton, CEO, Greenswell Growers; John McMahon, Co-Founder & COO, Better Future Farms; and Molly Montgomery, Acting CEO & Executive Chair, AeroFarms. Emily Gee, CEA Alliance Board member/ AeroFarms mkg dir. to moderate." At the bottom, it lists "CEA Summit East 2023 Co-Hosts" with logos for "INDOOR AG-CON", "the INSTITUTE FOR ADVANCED LEARNING AND RESEARCH", "VT COLLEGE OF AGRICULTURE AND LIFE SCIENCES SCHOOL OF PLANT AND ENVIRONMENTAL SCIENCES VIRGINIA TECH.", and "VT VIRGINIA AGRICULTURAL EXPERIMENT STATION VIRGINIA SEAFOOD AGRICULTURAL RESEARCH AND EXTENSION CENTER VIRGINIA TECH."

This engaging session will give attendees the chance to participate in the ongoing conversation shaping the course of sustainable and innovative food production. Whether you are a greenhouse grower, urban agriculture operator, vertical farmer, supplier in the CEA sector, this keynote promises critical takeaways that can help you navigate the evolving landscape of controlled environment agriculture. Look for more information coming soon on another keynote session.



## ABOUT [CEA SUMMIT EAST](#)

Returning for its third year, the CEA Summit East will be held from October 1-2, 2024, at the IALR Conference Center in Danville, Virginia. Co-hosted by [Indoor Ag-Con](#), the premier trade show and conference for the vertical farming, greenhouse, and CEA sector, and the Virginia Tech (VT)- IALR CEA [Innovation Center](#), this summit continues to be a key event for industry collaboration and innovation, featuring two days of tabletop exhibits, networking and conference programming.

Building on the success of its 2023 edition, which drew participants from 33 U.S. states, Canada, the Netherlands, and Sweden, the CEA Summit East 2024 is expected to once again unite professionals from academia, business, and technology within the CEA industry. Attendees will include greenhouse growers, urban agriculture operations, vertical farms, outdoor growers exploring hybrid opportunities, educators, scientists, extension personnel and agents, suppliers, engineers, tech specialists, architects/developers, government officials, and other industry members.

For more information on the CEA Summit East and to register for the event, please visit [www.ceasummit.com](http://www.ceasummit.com)

## ABOUT INDOOR AG-CON

Founded in 2013, Indoor Ag-Con has emerged as the largest trade show and conference for vertical farming | greenhouse | controlled environment agriculture. Its events are crop-agnostic and touch all sectors of the business, covering produce, legal cannabis | hemp, alternate protein and non-food crops. For more information, visit [www.indoor.ag](http://www.indoor.ag).

## ABOUT THE VIRGINIA TECH – IALR CEA INNOVATION CENTER

The Virginia Tech-IALR Controlled Environment Agriculture Innovation Center is a joint project

between IALR and Virginia Tech's School of Plant and Environmental Sciences and the Virginia Seafood Agricultural Research and Extension Center. By developing strategic partnerships with both industry and academia, the goal of the Innovation Center is to conduct research and educational programming to develop, promote and advance the CEA sector in the U.S. and internationally. For more information, visit [www.ialr.org/cea](http://www.ialr.org/cea)

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