

MAGNIVA

Agenda

13th - 15th October 2026
Montreal, Canada

MAGNIFY 360[®]

Inoculant Insights from Every Angle

We're excited to announce a unique and immersive event taking place in Montreal!

This multi-day experience will bring together plenary sessions, hands-on workshops, and exclusive visits.

Montreal is the birthplace of Lallemand. More than 100 years ago, this city marked the beginning of a journey built on fermentation expertise, scientific curiosity, and innovation.

Our visit to the Préfontaine facilities takes us back to these roots, showcasing over a century of excellence in yeast production. From there, the NRC represents the next chapter: state-of-the-art genetics and microbiology laboratories driving today's research in animal nutrition.

They form a unique continuum from heritage to innovation. This visit is more than a tour; it is a journey through Lallemand's history, illustrating how tradition and science come together to shape the future of animal nutrition.

Together, we'll explore silage from every angle — science, field, and future — in a setting designed to inspire and energize.

...plus plenty of time to connect, share, and socialize!



MAGNIFY 360[®]

PROGRAM

Monday 12th October

- Montreal arrival

Tuesday 13th October

• Morning

Plenary session

08h00-09h30 Lallemand introduction

08h30-09h00 Silage introduction

Luis Queiros

09h00-09h45 OMICS in Silage: How can molecular biology advance our understanding of silage?

Richard Scuderi

09h45-10h45 Latest research & perspectives

Global silage technical team

10h45-11h00 Break

11h00-11h30 Transition-Legacy on farm

Natalia Makhonina

11h30-12h00 MAGNIVA Hay

Megan Smith & John Bright

12h00-12h45 Marketing & Communication

Global Silage Marketing team

12h45 Lunch

• Afternoon

- Montreal tour & beer tasting

Wednesday 14th October

• Morning

- Farm visits (dairy farms)

• Afternoon

Workshops (20min +5 min question)

- Lallemand Guide - *Megan Smith*
- Stable suspension - *Jean-François Floquet*
- How to read a label - *Luca Campidonio*
- How to understand a silage analysis - *Frank Kuechenmeister*
- 3D immersive video

Thursday 15th October

- Préfontaine facilities visit
- National Research Council

BEER TASTING



MONTREAL TOUR



FARM VISITS



Time	Group 1	Group 2
09:00 – 11:00	Visit at NRC	Visit at Préfontaine Plant
11:00 – 11:30	Extra time at NRC	Transport to NRC
11:30 – 13:00	Lunch at NRC	
13:00 – 13:30	Transport to Préfontaine	Extra time at NRC
13:30 – 15:30	Visit at Préfontaine Plant	Visit at NRC