

# CAFF15

## The Forum on Canada's Agri-Food Future

Shaw Centre, Ottawa

### Tuesday, November 3 (Day 1)

10:00 a.m.	<b>Registration opens</b> <i>Parliament Foyer (Level 3)</i>
12:00 noon	<b>Opening luncheon</b> <i>Trillium Ballroom (Level 4)</i>
	<b>Welcome, opening remarks</b> David McInnes, President & CEO, Canadian Agri-Food Policy Institute
1:00 p.m.	<b>Luncheon concludes</b>
1:15 p.m.	<b>Introduction</b> <i>Canada Hall 1 (Level 3)</i>
	Robert Greenhill, Moderator
1:20 p.m.	<b>Session 1: How do we want Canada's agri-food sector to be perceived in the future?</b>
	<b>Unleashing Canada's agri-food opportunities</b> Bill Buckner, Senior Vice President, Cargill
1:50 p.m.	<b>Session 2: Canada in a global context</b>
	Panellists: Dr. Lutz Goedde, Partner, McKinsey & Company Catherine Moreddu, Senior Agricultural Policy Analyst, OECD
	Moderated by: Kim McConnell, Founder and former CEO, AdFarm
3:00 p.m.	<b>Health break (20 minutes)</b>
3:20 p.m.	<b>Session 3: "Agri-food" as an economic engine</b>
3:25 p.m.	<b>Embracing what's possible...how Canada can lead</b> Amanda Lang, Business journalist and author
4:00 p.m.	<b>Becoming a global food leader</b> Michael McCain, President and CEO, Maple Leaf Foods

\*All sessions will be held in Canada Hall 1

\*All sessions have allotted Q&A time

**Tuesday, November 3 (Day 1)**

4:40 p.m.

**Session 4: Entrepreneurs: seizing the future**

Panellists:

Sabrina Caron, Producer, Ferme Roland Caron (Quebec)

Colleen Dyck, President, The Great Gorp Project (Manitoba)

Paul Harber, Chef Proprietor & Brand Manager, Ravine Vineyard (Ontario)

Chad Mann, Business Development Manager, Amalgamated Dairies Limited (PEI)

Derek Tallon, Grain producer (Saskatchewan)

Moderated by:

Jean-Claude Dufour, Dean, Faculty of Agriculture and Food Sciences, Université Laval

5:50 p.m.

**Closing remarks, Day 1**

Robert Greenhill, Moderator

6:00 p.m.

**Reception**

*Parliament Foyer (Level 3)*

## Wednesday, November 4 (Day 2)

7:30 a.m.	<b>Breakfast</b> <i>Trillium Ballroom (Level 4)</i>
8:20 a.m.	<b>Opening remarks</b> <i>Canada Hall 1 (Level 3)</i> Robert Greenhill, Moderator
8:30 a.m.	<b>Session 5: Confronting change: challenge &amp; opportunity</b>  Karen Ross, Secretary, California Department of Food and Agriculture
9:10 a.m.	<b>Session 6: Rethinking competitive advantage</b>
9:15 a.m.	<b>Charting a path for future success: natural capital, sustainability and competitiveness</b> Daniel Sumner, Frank H. Buck, Jr. Distinguished Professor, Department of Agricultural and Resource Economics, University of California, Davis  Moderated by: Douglas Hedley, Former Executive Director, Association of Canadian Faculties of Agriculture and Veterinary Medicine
9:40 a.m.	<b>Levering Canada's comparative advantages to deliver global food security</b> Jason Clay, Senior Vice-President, Food & Markets, WWF
10:20 a.m.	<b>Health break (25 minutes)</b>
10:45 a.m.	<b>Could Alberta become a net importer? How land use planning will dictate future agricultural performance</b> Dr. Brad Stelfox, Founder, Landscape Ecologist, ALCES Landscape & Land-Use Ltd.
11:15 a.m.	<b>Session 7: Positioning for success</b>  Panellists: Dr. François Belzile, Researcher, Université Laval (Genome Québec) Dr. Lawrence Goodridge, Researcher, McGill University (Genome Québec) Dr. Ed Pajor, Researcher, University of Calgary (Genome Alberta)  Moderated by: Suzanne Vinet, former Deputy Minister of Agriculture and Agri-Food Canada
12:00 noon	<b>Lunch</b> <i>Trillium Ballroom (Level 4)</i>

**Wednesday, November 4 (Day 2)**

1:00 p.m.	<b>Session 8: The importance of uniqueness: local, national and global</b> Canada Hall 1 (Level 3)
1:05 p.m.	<b>Feeding Canada's appetite for local: entrepreneurs redesign systems to position for success</b> Joanne Bays, National Manager and Co-Founder, Farm to Cafeteria Canada
1:35 p.m.	<b>Creating consumer trust</b> Trish Sahlstrom, Vice-President, Purchasing and Distribution, A&W
2:05 p.m.	<b>The China opportunity: half a billion consumers looking for high-quality, authentic products</b> Michael Evans, President, Alibaba Group
3:00 p.m.	<b>Health break</b> (25 minutes)
3:25 p.m.	<b>Session 9: Strategic choices for Canada's agri-food future</b>  Panellists: Ted Bilyea, Chair, Canadian Agri-Food Policy Institute François Bouchard, President, The Country Grocer Sidney Gordon, Grain producer  Moderated by: Robert Greenhill
4:00 p.m.	Open discussion
5:00 p.m.	<b>Closing remarks</b> Tim Barber, Co-Founder, Canada 2020 David McInnes, President & CEO, Canadian Agri-Food Policy Institute
5:30 p.m.	<b>Conclusion</b>

*Please forward your feedback on the Forum or share your ideas:*

*info@capi-icpa.ca*

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*www.caff15.ca*

*Thank you for attending!*