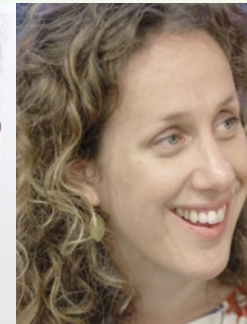




Canadian Food Summit 2012

Tuesday, **February 7**, and
Wednesday, **February 8**, 2012

Metro Toronto Convention Centre • Toronto



Galen G. Weston, Loblaw Companies Limited
Michael H. McCain, Maple Leaf Foods Inc.
Helen Clarkson, Forum for the Future (U.S.)
Chandra Madramootoo, McGill University
Sarah Church, Department for Environment,
Food and Rural Affairs, United Kingdom
Richard A. Souness, Department of
Agriculture, Fisheries and Forestry (Australia)

Now featuring a live, public
debate on the motion: **The
local food movement—good
for us *and* good for the world.**

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in Canada

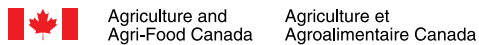
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A major international summit on the future of food in Canada

From production to consumption, this summit features representatives from across the Canadian food system. You will participate with them in a lively and important dialogue about safe and healthy food, food security, and food sustainability. No other event in Canada will offer such a comprehensive analysis of the state of food in Canada or the first steps toward a vision for the future.

Unique foundation, extraordinary event

Given the original and international content, we've built an outstanding event that will be distinctive in the following ways:

1. **Large.** We plan on engaging hundreds of industry leaders in this event.
2. **Inclusive.** Many events in this sector address the interests of niche groups. This will be Canada's only event that brings together all the disparate players, including producers, processors, retailers, regulators, governments, associations, unions, consumers, advocates, and independent experts.
3. **Influential.** Through its association with the Centre for Food in Canada, the summit will attract the key players from industry and government whose opinions and actions will help shape the future of food in Canada. You will have a chance to join with them in discussing the direction for the Canadian Food Strategy.
4. **Significant.** Discussions at the event will be recorded and published by The Conference Board of Canada to ensure maximum reach for the information and opinions presented.
5. **Comprehensive.** By including discussions on health and safety, security, and sustainability, the event will cover the three most critical aspects of food in Canada. Speakers will come from all areas of the food sector—from farmers to consumers, and everyone in between.
6. **Informative.** Carefully chosen presenters will share practical information and perspectives.
7. **Visionary.** This summit will be the most future-focused event on food in Canada.

CHARITABLE PARTNERS



MEAL EXCHANGE



SPECIAL CONTRIBUTORS



Unique insights

Be among the first to hear about groundbreaking research reports from the Centre for Food in Canada (CFIC). These reports will include a household survey that will look at Canadian attitudes toward the consumption of food, and a report on the long-term economic viability of the food industry. You will learn about trends in profitability, growth, farming innovation, food manufacturing, restaurants, and the grocery sector.

International perspectives

We've assembled an outstanding lineup of Canadian and international experts to discuss the future of food in Canada. You will benefit from international perspectives from the Organisation for Economic Co-operation and Development, the governments of Canada and Australia, the food industry in Scotland, and expert insights from the United States. These insights will help build a vibrant and successful food sector in Canada.





DAY 1—TUESDAY, FEBRUARY 7, 2012

7:45 a.m. Registration and Continental Breakfast

8:15 a.m. Opening Remarks from the Host

Anne Golden, President and Chief Executive Officer,
The Conference Board of Canada

8:30 a.m. Plenary Session 1

Building a Long-Term Vision for Food for Canadians

Moderator:

Anne Golden, President and Chief Executive Officer,
The Conference Board of Canada

Speaker:

Galen G. Weston, Executive Chairman,
Loblaw Companies Limited

Galen Weston will frame some of the key features that are driving change within the food sector in Canada and internationally. He will talk about how Loblaw Companies Limited is responding to the challenges it sees today and is working to prepare for the future. Galen will raise some key questions that are central to creating a safe, healthy, and sustainable food system. Finally, he will reflect on his family's history of feeding Canadians as the leading Canadian grocer for over 125 years. Galen's presentation will prompt audience members to think seriously about the opportunities and challenges we face in the creation of a long-term vision for food in Canada.

9:15 a.m. Summit Overview from the Chair

Michael R. Bloom, Vice-President, Organizational Effectiveness and Learning, The Conference Board of Canada

The summit chair, Michael Bloom, will outline the goals of the event and provide a brief introduction to some of the key topics to be discussed.

9:30 a.m. Plenary Session 2—Canada and the Global Context for Food

Creating the Canadian Food Strategy

Michael R. Bloom, Vice-President, Organizational Effectiveness and Learning, The Conference Board of Canada

Michael Bloom will present an overview of the Centre for Food in Canada's activities. He will discuss some of the major findings from completed research on the Canadian food sector relating to

three major themes—Safe and Healthy Food, Food Sustainability, and Food Security—including consumer access and industry viability.

Michael will also discuss some of the upcoming research and outline the progress on developing the Canadian Food Strategy.

The Economic Context for the Food Sector

Glen Hodgson, Senior Vice-President and Chief Economist,
The Conference Board of Canada

Glen Hodgson will provide vital insight into the economic and demographic factors that are increasing pressures on the Canadian and global food systems and having a profound affect on the production, processing, and consumption of food in Canada. He will also identify global opportunities arising for Canadian food producers as demand changes in emerging economies.

The Global Outlook for Food

Wayne D. Jones, Head, Agro-Food Trade and Markets Division, Organisation for Economic Co-operation and Development, Paris, France

Wayne Jones from the Organisation for Economic Co-operation and Development will discuss the global context for food—trends, issues, and implications for other countries, including Canada's principal competitors and customers. He will share the conclusions of the OECD-FAO Agricultural Outlook 2011–2020 and discuss the need for increased agricultural productivity in a world where the population has already exceeded 7 billion.

10:30 a.m. Networking Break

Theme 1: Safe and Healthy Food

11:00 a.m. Concurrent Sessions—Set A (please choose one)

Concurrent Session A1:

Food Traceability, Inspection, and Health

Richard A. Holley, Professor, Department of Food Science,
University of Manitoba

Susan J. Wilkinson, Global Subject Expert, Food Safety and Traceability, IBM Global Business Services

Viewed from a distance, the Canadian food safety system seems to provide the public with an enviable level of protection. In terms of four criteria used to



assess the national operation of food safety systems by international trading partners (infrastructure, regulations, technology, and transparency), Canada ranks highly. However, upon close inspection it becomes evident that performance of the system is more related to chance than to design, and is barely proactive.

The panellists will discuss some of the key threats to food safety in Canada and suggest workable solutions. Examples will include IBM's efforts to realize a vision of an electronic National Agri-Food Traceability System (NAFTS), which will lead to improved investigation and resolution of food safety incidents, while securing market access and enabling brand gains.

The panellists will also focus on how Canada can move to a data-based proactive approach to replace the current approach that too often seems to be based on responding to the outbreak of the month.

Concurrent Session A2: Modernizing Canada's Laws and Regulations

Michael Grant, Director of Research, Centre for Food in Canada, The Conference Board of Canada

Gordon A. Harrison, President, Canadian National Millers Association

Long ago, Health Canada and the Canadian Food Inspection Agency declared the modernization of the many Canadian federal laws and regulations affecting the production, processing, distribution, and sale of foods as a necessary objective.

There has been strong industry support for such an initiative, provided it meets the requirements of being market-responsive, is able to keep pace with future technological and market change, and is consistent with federal regulatory policy, as guided by the 2007 Cabinet Directive on Streamlining Regulation.

In this session, Gordon Harrison will share his ideas on a strategic approach to streamlining and modernizing the entire food regulatory framework. Michael Grant will complement this with a presentation on the findings of the Centre for Food in Canada's research on this key issue.

Concurrent Session A3: Food, Obesity, and Chronic Disease

Catherine S. Birken, Assistant Professor, Department of Paediatrics, University of Toronto, and Staff Physician, Division of Paediatric Medicine, The Hospital for Sick Children

Daniel Munro, Principal Research Associate, The Conference Board of Canada

Kim D. Raine, Professor, University of Alberta

This session will cover the contributions that changes in the food system and food environments have made to the current obesity epidemic in Canada. For the first time in human history, food is plentiful and readily accessible with minimal effort and expense. Economically, food is processed, packaged, and marketed to encourage consumption and profit. Health outcomes, if considered at all, are often secondary. Policies in agricultural, transportation, and health sectors may be inadvertently contributing to over-consumption of less nutritious options. Canadian culture has normalized a "fast and easy" diet.

This session will discuss how changing our food environments and food culture will require concerted efforts from multiple sectors of society.

Concurrent Session A4: Consumers, Food, and Health—Results of the Centre for Food in Canada's Household Survey

Lorne Bozinoff, President, Forum Research

At the end of the day, the connection between food and health comes down to individual decisions about what, when, and even how to eat. As policymakers and organizations try to nudge, persuade, or sometimes coerce people into eating healthier food, it is important that they better understand citizens' attitudes to food and the decisions they make.

This session will introduce the findings of the Household Survey, which addresses questions such as:

- Is someone in the household a good cook?
- What is the level of concern around food safety and security?
- How well is the link between diet and disease understood?
- How often do people eat at restaurants?
- How much pre-prepared foods do Canadians consume?



The survey offers an enlightening snapshot of Canadian's attitudes and consumption habits, providing an essential starting point for those looking to improve the overall health of the population

Concurrent Session A5: Feeding Diversity—Matching Food Production with Evolving Demographics in Canada

Jim Brandle, Chief Executive Officer, Vineland Research and Innovation Centre

Canadian tastes are evolving—whether a result of changing demographics, effective buy local campaigns, or simply a desire for what is new—the demand is real. Research at Vineland Research and Innovation Centre has shown that growing locally-adapted varieties of world crops such as yard long beans, Chinese hot pepper or Daikon radish is in fact the easy part. The real challenge is in building a competitive domestic supply chain from farm to retail that can meet market demand. And we know the exotic vegetable market valued at \$800 million/year is growing. By 2031, immigrants will comprise more than 31% of the country's population and visible minorities will make up more than half of major city populations. Add to that mix, changing tastes and escalating food sovereignty concerns.

This session will use the explosion in locally-grown world crops awareness to present a case study on meeting market demand through innovative partnerships. The case study will explore the necessity of industry-driven production and consumer research, the importance of innovation along the supply chain, and the often understated role of bringing partners together for one clearly-defined goal.



12:00 p.m. Luncheon and Keynote Presentation

Cooking Solves Everything—How Food Can Change Your World

Mark Bittman, Author, *Food Matters*, *How to Cook Everything*, and *Cooking Solves Everything*, and Columnist, *The New York Times*, United States

Mark Bittman's most recent work has focused on the vital links between diet, health, and climate change. Put simply, our bodies and the planet are paying the price for the overproduction and over-consumption of meat, simple carbohydrates, and junk food.

His latest 43-page manifesto, *Cooking Solves Everything*, published as an e-book, calls for cooking to become a personal and national priority. While he advocates major change in our food system, he also sees change coming about from the simple actions of individuals committing themselves to cooking and eating healthier food.

This session will challenge some of your assumptions about food and is sure to generate much thought-provoking discussion.

Theme 2: Food Sustainability

1:30 p.m. Concurrent Sessions—Set B (please choose one)

Concurrent Session B1: Success Factors for Local Initiatives

Lauren Baker, Coordinator, Toronto Food Policy Council
Joanne K. Bays, Chair, Vancouver Food Policy Council
Deborah J. Buszard, Professor, Dalhousie University

While the Centre for Food in Canada focuses on a food strategy at a national level, this effort must also take account of local initiatives. In short, these initiatives are essential to ensuring that Canadians have access to safe, healthy, and affordable food.

This session will examine three separate examples of local food strategies and discuss how these initiatives can:

- deliver safe and healthy food to consumers
- create partnerships to encourage innovation
- respond to the dietary needs and preferences of different communities
- build communities through food-related activities
- raise awareness of food issues among local populations



**Concurrent Session B2:
Affordable, Healthy, and Sustainable—
Two Out of Three Ain't Bad?**

Gaëtan Lussier, Chair, The Canadian Agri-Food Policy Institute

While everyone accepts the need for food to be healthy, sustainable, and affordable, achieving all three can seem to be an insurmountable challenge. All too often it seems that advocates for one of these factors are blind to the implications of the other two.

This session will feature a wide-ranging discussion of this dilemma and will look at ways that trade-offs can be reduced or even eliminated as the food industry looks at how best to deliver healthy, affordable, and sustainable food to Canadians.

**Concurrent Session B3:
Practical Strategies for Reducing Food Waste**

Ralph C. Martin, Loblaw Chair, Sustainable Food Production, University of Guelph

Bob Seguin, Executive Director, George Morris Centre

Amid much of the current anguish over how, on a global scale, we will be able to feed everyone, many argue that the elimination of food waste would solve the problem. While food waste elimination is hardly practical, the figures are overwhelming.

Last fall, the Value Chain Management Centre of the George Morris Centre, based in Guelph, published the report: *Food Waste in Canada*. It reported that we waste 40 per cent of our food in Canada at an annual cost of \$27 billion. This waste represents two per cent of Canada's gross domestic product, or more than the combined GDP of the 32 poorest countries in the world.

The session speakers will discuss the scale of this problem both nationally and globally, as well as share their thoughts on how individuals, organizations, and governments can work together to reduce this waste.

**Concurrent Session B4:
Sustainability, Environment, and the
New Farmer**

Mike Brklacich, Professor and Chair, Department of Geography and Environmental Studies, Carleton University

Jean-Charles Le Vallée, Senior Research Associate, Centre for Food in Canada, The Conference Board of Canada

Chandra Alistair Madramootoo, James McGill Chair and Dean, McGill University

Few, if any, industries are as affected by climate change as food production. Changing temperatures, precipitation levels, and weather patterns will have serious impacts on crop yields and where crops will thrive. And while many might argue that, overall, climate change could well be a net positive for Canadian agriculture, not everyone will gain.

Drawing both on the Centre for Food in Canada's research and on the expertise of one of Canada's leading climate change experts, this session will look at some of the most important impacts of climate change on agricultural production in Canada. This will lead into consideration of what, if anything, farmers can do to mitigate negative outcomes and even seize new commercial opportunities, resulting from a changing climate.

**Concurrent Session B5:
Protecting Your Core—Creating an Integrated,
Risk Based Food Safety Program for Your
Business**

Cliff Trollope, Business Resilience Practice Leader, MNP LLP

In a growing and increasingly complex sector, food producers, processors, distributors, and retailers face daily challenges with their business operations. These businesses are well aware of the importance of food safety and that the Canadian Government has classified food as one of the ten critical infrastructure sectors. Not only does the food itself need to be safe for consumers, but the businesses that form the core of our nation's food system also need to be protected. A food safety incident puts the health of consumers at risk and can cause significant, and potentially crippling, damage to the important businesses that produce, process, distribute, and sell food products.

In addition to food safety management systems, certifications and meeting regulatory requirements, businesses must:

- be prepared to react to a recall
- have systems in place to manage any type of crisis
- have appropriate physical security
- be resilient and able to continue operations after disaster strikes

This session will discuss six mutually supporting components of an integrated risk based food safety program, the practical actions that can be taken to



strengthen each of the components and how they can be linked by a functional governance, risk and compliance (GRC) program.

2:30 p.m. Refreshment Break

2:45 p.m. Plenary Session 3

Keynote Presentation: Scale, Productivity, and the Future of Food in Canada

Moderator:

Anne Golden, President and Chief Executive Officer, The Conference Board of Canada

Speaker:

Michael H. McCain, President and Chief Executive Officer, Maple Leaf Foods Inc.

Recognized as one of the leading food industry executives in the country, Michael McCain knows better than almost anyone what it takes to run a thriving, successful food company in Canada. In this keynote presentation, Michael will discuss how he sees the competitive landscape changing in Canada and how organizations, such as Maple Leaf Foods, need to adapt if Canada is to retain a vibrant, growing, and innovative food manufacturing sector—something it must have to ensure a secure and sustainable supply of food for Canadians.

3:15 p.m. Concurrent Sessions—Set C (please choose one)

Concurrent Session C1: Agri-Food Industry Viability Through Policy

Ron Bonnett, President, Canadian Federation of Agriculture

Andrew C. Goldstein, Director General, Research and Analysis Directorate, Agriculture and Agri-Food Canada

Peter Gould, General Manager, Dairy Farmers of Ontario

The two expert speakers will address one straightforward question—how can governments create better policy that will enhance the viability of the

food industry in Canada?

We live in an era of increasing skepticism of the role governments can play in the efficiency of industries and organizations. The mood of the times seems to be to roll back regulation and get governments off the backs of entrepreneurs. Yet in the area of food, the public looks to governments to guarantee safety, provide guidance on health, and enact policies that ensure food security.

This session will look at the role and direction of policy, as the delegates discuss the role government plays in a successful Canadian food sector.

Concurrent Session C2:

Grasping Global Growth Opportunities: A Primer for Canadian Retailers and Food Manufacturers

Peter Barr, Partner and National Leader, Consumer Business, Deloitte & Touche LLP

For too long, Canadian food manufacturers and retailers have focused primarily on the domestic market. However, with the arrival of Walmart and other U.S. retailers and manufacturers in Canada, Canadian businesses are facing greater competition at home—and they need to broaden their horizons and look to global markets for growth. Global competition requires innovative global strategies to improve shareholder value and gain market share and/or margin.

This imperative for change has many organizations scrambling for a strategy. But which markets should they address? Are foreign acquisitions the best strategy? And how can they leverage the diversity of the Canadian market into global sales? Is Asia the only answer? In this session, Peter Barr will discuss some of the options available to Canadian companies and how they can best initiate a global strategy that will lead to success.

Concurrent Session C3:

Building Competitiveness in Food Manufacturing

Myles Frosst, Visiting Scientist, Ontario Agricultural College, University of Guelph

Rory A. McAlpine, Vice-President, Government and Industry Relations, Maple Leaf Foods Inc.

Erna Van Duren, Professor, Strategic Leadership and Management, Department of Business, University of Guelph, College of Management and Economics

Taking the College of Management and Economics and Ontario Agricultural College, University of Guelph's





Ontario Food Manufacturing Competitiveness Project as its starting point, this session will build on Michael McCain's discussion of scale, productivity, and competitiveness.

The panellists will discuss the need for innovation and increased productivity in an increasingly competitive environment and will look at some of the obstacles the industry needs to overcome if it is to compete effectively.

Concurrent Session C4: Industry Growth Through Innovation and International Partnerships

Fred Andersen, Vice-President, Food Safety and Quality Systems, Viterra

Paul Uys, Vice-President, Sustainable Seafood, Loblaw Companies Limited

This session will look at two avenues to industry growth—innovation and international partnerships—and their application in food production, distribution, and retailing.

Paul Uys will discuss how Loblaw Companies Limited has grown through innovation, including its current initiative involving sustainable seafood.

Viterra, meanwhile, has grown both through domestic mergers and international acquisitions. Fred Andersen will discuss this strategy and examine how Canadian organizations can better take advantage of international opportunities.

Concurrent Session C5: Research, Development, and Commercialization as Foundations of Food Industry Viability

Moderator:

Peter S. MacGowan, Partner, Food, Agribusiness and Financial Services, Blake, Cassels & Graydon LLP

Panellists:

Sylvain Charlebois, Acting Dean and Professor, College of Management and Economics, University of Guelph

John Kelly, Vice-President, Erie Innovation and Commercialization, Ontario Fruit & Vegetable Growers' Association

Fred Pries, Assistant Professor and Interim Chair, Department of Business, University of Guelph

Geoff Scott, Vice-President, Commercial Banking, CIBC Commercial Bank

Gord Surgeoner, President, Ontario Agri-Food Technologies

Starting from a focus on research and development as a key element of industry viability, this session will consider key R&D initiatives in the food sector. The discussion will then focus on the commercialization of promising R&D results and new food technologies. The panel will highlight the practical business challenges encountered in the commercialization of new food technologies and will discuss how those challenges can be most effectively addressed.

4:15 p.m. Plenary Session 4 Food Innovation in Canada—The Promise of Health, but at What Cost?

Moderator:

Michael R. Bloom, Vice-President, Organizational Effectiveness and Learning, The Conference Board of Canada

Panellists:

David A. Butler-Jones, Chief Public Health Officer, Public Health Agency of Canada

Sarah A. Elton, Journalist and Author, *Locavore: From Farmers' Fields to Rooftop Gardens, How Canadians are Changing the Way We Eat*

David H. Sparling, Chair, Agri-Food Innovation and Regulation, Richard Ivey School of Business, University of Western Ontario

In business circles, innovation is seen as an unequivocal good—a holy grail that, if found, almost guarantees success in the market. But is this the case with food? What if innovations have unintended consequences that compromise the health of consumers? Or if innovations crowd out local producers that meet specific consumer demand and provide important food security for many Canadians? And what of innovations, such as genetic modification, that cause major public controversy? Yet food innovation undoubtedly offers the prospect of greater health, efficiency, and other benefits.

The panellists will discuss this issue and share their thoughts on the positive and negative aspects of innovation and the role it should play in a Canadian Food Strategy.

5:15 p.m. Evening Reception

Join us for an evening reception, where delegates can discuss the day's sessions and meet with other delegates from across the country.



7:00 p.m. Canadian Food Debate

Debate Motion: The Local Food Movement— Good for Us *and* Good for the World

Come hear a lively and entertaining debate as both sides square off with only one aim in mind—to convince you of the rightness of their cause. Hear what they have to say, and then you be the judge.

Moderator:

John Brewer, Executive Program Developer,
The Conference Board of Canada

Arguing *for* the motion:

Mark Bittman, Author, *Food Matters*, *How to Cook Everything* and *Cooking Solves Everything*, and Columnist, *The New York Times*, United States

Sarah A. Elton, Journalist and Author, *Locavore: From Farmers' Fields to Rooftop Gardens, How Canadians are Changing the Way We Eat*

Arguing *against* the motion:

Rob Lyons, Deputy Editor, *Spiked*, and Author, *Panic on a Plate*, United Kingdom

Andrea Mandel-Campbell, Journalist, Public Policy Commentator, and Author, *Why Mexicans Don't Drink Molson*

Panellists:

Dino Dello Sbarba, President and Chief Operating Officer, Dairy Products, Canada and International, Saputo Inc.

Peter J. Lambrick, Proprietor, Lambrick Farms

This session will introduce the Centre for Food in Canada's latest major research report on security and viability, followed by a panel discussion.

This research profiles the trends in profitability, growth, innovation, and the number of firms/participants in Canada's food sector, including farming, food manufacturing, restaurants, and the grocery sector. Based on these findings, the report evaluates the long-term health and viability of Canada's food sector. It identifies sectors that are doing well and others that are facing challenges or contraction, now or in the foreseeable future.

The analysis identifies areas of decline, growth, and innovation in the sector. It also provides a forecast of where the sector is going.

In addition, the project will gather recommendations from interview subjects and the literature review on how to increase the viability of the food sector as a whole, as well as for critical dimensions of the sector.

DAY 2—WEDNESDAY, FEBRUARY 8, 2012

Day Two will explore the viability and strategic responses available to improve Canada's food system and achieve desired goals.

7:45 a.m. Continental Breakfast

8:15 a.m. Opening Remarks from the Chair

Michael R. Bloom, Vice-President, Organizational Effectiveness and Learning, The Conference Board of Canada

8:30 a.m. Plenary Session 5

Industry Viability and Consumer Security— Featuring Findings from the Centre for Food in Canada's Research Report on Economic Viability

Moderator:

Michael R. Bloom, Vice-President, Organizational Effectiveness and Learning, The Conference Board of Canada

9:30 a.m. Refreshment Break

Theme 3: Food Security Strategies—Global and Canadian

9:45 a.m. Plenary Session 6

Lessons from Around the World: Creating Practical Food Strategies for the Real World

Moderator:

Michael R. Bloom, Vice-President, Organizational Effectiveness and Learning, The Conference Board of Canada

Panellists:

Sarah Church, Deputy Director, Food Policy Unit, Department for Environment, Food and Rural Affairs, United Kingdom

Helen Clarkson, Head, Forum for the Future, United States

Richard A. Souness, Assistant Secretary, Australian Government, Department of Agriculture, Fisheries and Forestry, Australia

James Withers, Chief Executive Officer, Scotland Food & Drink, Scotland

This session will look at the development of national food strategies in Canada and elsewhere.



The discussion will feature presentations on the food strategies of specific countries, including the United Kingdom, Scotland, and Australia, with Helen Clarkson providing a global perspective.

Summit delegates will discuss not only some of the specific components of food strategies, but also some of the complexities of their development and the challenges faced in moving from strategy to implementation.

11:30 a.m. Plenary Session 7

Reaction Panel: What Do International Food Strategies Tell Us—Implications for a Canadian Strategy

Moderator:

Michael R. Bloom, Vice-President, Organizational Effectiveness and Learning, The Conference Board of Canada

Panellists:

Ralph C. Martin, Loblaw Chair, Sustainable Food Production, University of Guelph

Nicholas Saul, Executive Director, The Stop Community Food Centre

This session will explore how the lessons from international experience can help us define a meaningful and achievable Canadian food strategy.

The panellists will identify the most promising features of the international strategies, point out problems and pitfalls, and discuss how Canada can best proceed in developing a strategy of its own.

12:30 p.m. Networking Luncheon

Connect with speakers, sponsors, and your peers over our “Internationally” Local networking luncheon, featuring foods from some of Toronto’s diverse neighborhoods.

1:30 p.m. Plenary Session 8

Preparing for the Emerging and Unexpected Risks of a Global Food System

Moderator:

Michael R. Bloom, Vice-President, Organizational Effectiveness and Learning, The Conference Board of Canada

Speaker:

Richard L. Shanks, National Managing Director, Aon Reed Stenhouse Inc.

Globalization demands that we evaluate risks by understanding that we are becoming connected and part of an interdependent global food system.

This session will look at a growing number of non-traditional risks involving new regulations, supply system disruptions, climate change, catastrophic weather, malicious or accidental contamination events, damage to brand and reputation, threat of bioterrorism, commodity price and volume volatility, livestock and crop disease, sustainability—and more.

These risks require we adopt an enterprise-wide risk management forensic process that identifies and evaluates industry risk concerns on a connected basis. Only then will we be able to develop breakthrough solutions that will prepare us for the “New World of Risk”.

2:15 p.m. Plenary Session 9

The Food System: Challenges and Change

Moderator:

Michael R. Bloom, Vice-President, Organizational Effectiveness and Learning, The Conference Board of Canada

Speaker:

Claude Carrière, Associate Deputy Minister, Agriculture and Agri-Food Canada

The Deputy Minister of Agriculture and Agri-Food Canada will bring together many of the themes discussed over the previous day. He will share his thoughts on the challenges facing the food system, such as feeding a growing population and reducing environmental impacts. He will discuss the importance of a resilient food sector, one that is able to innovate in the face of these challenges.

2:45 p.m. From Summit to Strategy

Next Steps in Developing the Canadian Food Strategy

Michael R. Bloom, Vice-President, Organizational Effectiveness and Learning, The Conference Board of Canada

The chair will comment on the presentations, dialogues, and themes that were prominent throughout the overall summit and will outline the key steps forward to launch the Canadian Food Strategy.

3:00 p.m. Summit Adjourns



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Become an exhibiting sponsor and collaborate with senior executives, practitioners, and leaders in the Canadian food system. Connect your brand with the solutions to Canada's food challenges and position your organization as a leader in its field.

Exhibiting sponsors will receive space to display an on-site booth and a table for six for the duration of the event.

To learn more about this and other sponsorship opportunities, please contact **Rhonda Bradbury** at 416-481-1904 or bradbury@conferenceboard.ca.



Message from the Centre for Food in Canada

Michael R. Bloom
Vice-President, Organizational Effectiveness and Learning
The Conference Board of Canada

Recognizing food's critical role in Canadian society and anticipating complex challenges ahead, The Conference Board of Canada recently established the Centre for Food in Canada (CFIC) to increase collaboration between food system stakeholders and direct important research that will help guide businesses, regulators, and legislators in the years ahead. All of this activity will culminate in the publication of a Canadian Food Strategy that will offer a blueprint for a renewed food system in Canada.

The Canadian Food Summit will serve as a valuable forum for public and private sector food system participants. It will be an opportunity to meet your Canadian and international peers and learn, discuss, and debate the latest on food issues and trends, and contribute to developing the Canadian Food Strategy.

From revolutions in the Middle East to growth in China, from global commodity markets to grocery store shelves in remote Northern communities, food may well be the issue of our time. This event will address this global crisis from a Canadian perspective—asking not just how Canadians can respond to a rapidly transforming world, but how Canada can lead and influence the outcome of this transformation, to everyone's benefit.

What makes this event and the Centre for Food in Canada unique is the entire system approach to food. Canada's food challenges are too great and too complex for one industry sector alone to solve them. Your attendance at this event will ensure that Canadian producers, processors, retailers, regulators, NGOs, legislators, and international experts hear your perspective, and you theirs.

I hope you'll join us for this landmark event, and contribute your thinking on the issues and the opportunities for Canada to lead with a progressive, secure, and sustainable food strategy.

Sincerely,
Michael R. Bloom
Vice-President, Organizational Effectiveness and Learning
The Conference Board of Canada



For more information on this event, please visit www.conferenceboard.ca/conf or contact Tracie Jones at 613-526-3090 ext. 286.



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Please confirm attendance at event functions:

Day 1: Luncheon and Keynote Presentation Evening Reception Canadian Food Debate

Day 1 Concurrent Sessions: **Set A:** A1 A2 A3 A4 A5 **Set B:** B1 B2 B3 B4 B5 **Set C:** C1 C2 C3 C4 C5

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