

# Canada 2020 National Forum on Agri-Food: Competing in a New World Order

Ballroom, Fairmont Château Laurier, Ottawa, November, 6-7, 2019

November 6, 2019   Day 1		
Timing	Session	Participants
8:30 a.m.	Informal Breakfast	Speakers, moderators & partners only
10:00 a.m.	Welcome & Purpose of the Forum	David McInnes, Senior Fellow, Canada 2020
10:20 a.m.	Opening Message	The Honourable Elizabeth Dowdeswell, Lieutenant Governor of Ontario
<p><b>Theme 1: Risk, reward &amp; reputation in a new world order</b></p> <p>How does Canada's agri-food sector thrive &amp; protect its trusted food reputation in this ever-changing world?</p>		
10:30 a.m.	<p><b>Panel Discussion:</b></p> <p><i>What we need to do at home</i></p>	<p>Alison Redford, Former Premier (2011-2014), Province of Alberta</p> <p>Keith Currie, President, Ontario Federation of Agriculture</p> <p>JP Gladu, President &amp; CEO, Canadian Council for Aboriginal Business</p> <p>Beena Goldenberg, CEO, Hain-Celestial Canada</p> <p>Jeffrey Hodgson, Director, Industry &amp; Stakeholder Affairs, Canada Pension Plan Investment Board</p> <p>Moderator: Confirming</p>
11:30 a.m.	<p><b>Panel Discussion:</b></p> <p><i>What we need to do abroad</i></p>	<p>Priya Bapat, Senior Consultant, Public Policy, Economist Intelligence Unit (Washington)</p> <p>Ted Bilyea, Principal, Ted Bilyea &amp; Associates</p> <p>Claire Citeau, Executive Director, Canadian Agri-Food Trade Alliance</p> <p>The Honourable Diane Griffin, Chair, Standing Senate Committee on Agriculture &amp; Forestry, Senate of Canada</p> <p>Jean-Marc Ruest, Senior Vice President, Corporate Affairs, Richardson International</p> <p>Moderator: Deborah Wilson, Chief Industry Engagement Officer, TrustBIX Inc.</p>

12:30 p.m.	Lunch	
<b>Theme 2: The citizen. The planet.</b>  What do food systems need to do to credibly meet (if not exceed) rising societal & marketplace expectations?		
1:45 p.m.	<b>Panel Discussion:</b>  <b><i>A supply chain view</i></b>	Noreen Lanigan, Director, Europe & North America, Bord Bia (Ireland)  Vimlendra Sharan, Director, Liaison Office for North America, FAO (Washington)  Adrienne Ivey, Business Owner, Evergreen Cattle Co.  Sylvie Turgeon, Director, Institute of Nutrition & Functional Foods, Université Laval  Steven R. Webb, Executive Director & CEO, Global Institute for Food Security  Moderator: Evan Fraser, Director, Arrell Food Institute, University of Guelph
3:05 p.m.	Break	
3:40 p.m.	<b>Panel Discussion:</b>  <b><i>A food system view</i></b>	Jérôme Tagger, Senior Advisor, World Benchmarking Alliance (The Netherlands)  David Lamb, Chief Scientist, Food Agility Cooperative Research Centre (Australia)  David Jones, Clinical Professor, U. of Saskatchewan; first Chief Public Health Officer for Canada  Ruth Richardson, President & CEO, Global Alliance for the Future of Food  Chris Terris, Vice President, Agriculture, Telus  Moderator: Sylvain Charlebois, Director, Agri-food Analytics Lab, Dalhousie University
5:00 p.m.	Wrap up of Day	Alex Paterson, Executive Director, Canada 2020
5:15 p.m.	Networking Reception	

## November 7, 2019 | Day 2

Timing	Session	Participants
8:00 a.m.	Light Breakfast	All attendees
9:00 a.m.	Welcome to Day 2	David McInnes, Senior Fellow, Canada 2020
<p><b>Theme 3: Inspiration. Aspiration.</b></p> <p>How are Canadian producers and companies competing and responding to a marketplace that increasingly wants reassurances about how food is produced, sold and consumed?</p>		
9:05 a.m.	<p><b>Panel Discussion:</b></p> <p><i>A supply chain view</i></p>	<p>Michael Burrows, CEO, Maple Lodge Farms</p> <p>Bill DiMento, Vice-President, Corporate Sustainability &amp; Government Affairs, High Liner Foods</p> <p>Jeffrey York, Co-CEO, Farm Boy</p> <p>Dairy producer: Confirming</p> <p>Producer: Confirming</p> <p>Moderator: Agriculture &amp; Agri-Food Canada</p>
10:00 a.m.	<p><b>Panel Discussion:</b></p> <p><i>Adjacent Sectors</i></p>	<p>Ray Bouchard, President &amp; CEO, Enns Brothers</p> <p>Andrea Gruza, Vice President, Capital Markets, Bonnefield Financial</p> <p>Chris Knight, President &amp; CEO, Gusto Worldwide Media</p> <p>Karn Manhas, Founder &amp; CEO, Terramera</p> <p>Brennan Turner, CEO, FarmLead</p> <p>Moderator: Art Mesher, Office of the CEO, Scale AI</p>
11:00 a.m.	Break	

**Theme 4: Priorities. Ownership. Action.**

In this ever-changing marketplace, how do we protect Canada’s food reputation? Why isn’t agri-food regarded as a *super-sector* – and who needs to do what to make this happen?

11:30 a.m.	<p><b>Audience Breakout Sessions</b></p> <p>(Note: Located in the Main Ballroom. Each group moderated by leaders listed below.)</p>	<p><b>People:</b> Session A: “Nurturing talent, developing leaders &amp; attracting people”</p> <p><b>Societal benefits &amp; impacts:</b> Session B: “Managing natural capital while maintaining profitability” Session C: “Addressing externalities”</p> <p><b>Digital advantage:</b> Session D: “Productivity &amp; trust” Session E: “Verify &amp; benchmark”</p> <p><b>Nutritious &amp; safe:</b> Session F: “Nutritional quality” Session G: “Food safety”</p> <p><b>Competitiveness:</b> Session H: “Conditions to compete”</p> <p><b>Trade:</b> Session I: “Managing change” Session J: “Positioning for success”</p>
12:30 p.m.	Lunch	
1:45 p.m.	<p><b>Reporting Back:</b></p> <p><b><i>Breakout group moderator panel,</i></b> Moderated by David McInnes, Senior Fellow, Canada 2020</p>	<p><b>People:</b> Kathleen Sullivan, CEO, Food &amp; Beverage Canada</p> <p><b>Societal benefits &amp; impacts:</b> Don Buckingham, President &amp; CEO, Canadian Agri-Food Policy Institute</p> <p>Jennifer Reynolds, Co-Lead, Nourish Program, McConnell Foundation</p> <p><b>Digital advantage:</b> Tanya Woods, Managing Director, Chamber of Digital Commerce Canada</p> <p>Jennifer Lambert, Senior Manager, Sustainability, Loblaw Companies Ltd.</p> <p><b>Nutritious &amp; safe:</b> Susan Abel, Vice President, Safety &amp; Compliance, Food &amp; Consumer Products Canada</p>

		<p>JoAnne Labrecque, Associate Professor, HEC Montréal</p> <p><b>Competitiveness:</b> Art Sinclair, VP, Kitchener-Waterloo Chamber of Commerce; Co-Chair, Canadian Chamber of Commerce Agri-Food Committee</p> <p><b>Trade:</b> Mark Fisher, President &amp; CEO, Council of the Great Lakes Region</p> <p>Carlo Dade, Director, Trade &amp; Investment Centre, Canada West Foundation</p>
3:00 p.m.	Wrap up	Alex Paterson, Executive Director, Canada 2020
3:15 p.m.	<b>CONCLUSION OF FORUM</b>	

*Thank you for participating at the National Forum on Agri-Food & to our partners:*

### National Forum on Agri-Food



### 2018-2019 Labs

