

# AGENDA

TUESDAY | **October 25**

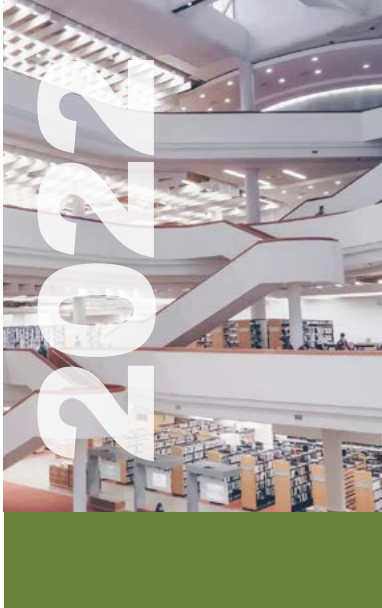
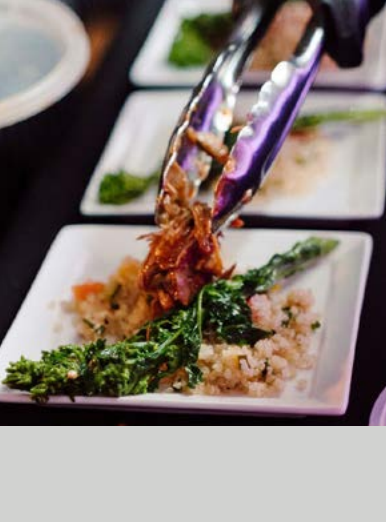
## MORNING PROGRAM

MC | Stéphane Beaudoin

- 8:00 am** Registration & Breakfast
- 9:00 am** Welcome & Objectives of the Day
- 9:20 am** Keynote – Dr. Samantha Yammine, aka ScienceSam (Neuroscientist, Science Communicator, and Digital Media Producer: Misinformation)
- 10:30 am** Break
- 11:00 am** 2022 Research Results – Ashley Bruner (Research Coordinator, CCFI)
- 12:00 pm** Lunch
- 1:00 pm** Sustainability Panel – Moderator David McInnes; Panelists include Julia Harnal, Vice President Public Affairs Agricultural Solutions BASF SE; Alanna Koch, Farmer & Board Chair of Global Institute for Food Security; Jennifer Lambert, Sr. Manager, Sustainability at Loblaw Companies Limited
- 2:30 pm** Break
- 3:00 pm** Keynote – John F. T. Scott (Retail Industry Speaker, Consultant, and former CEO: Food Affordability and Purchasing Patterns)
- 4:15 pm** Dr. Luis Hernando Cervera Mondragon, IL Cereales, Mexico  
Mexican Nutrition Labelling Regulations
- 4:45 pm** Adjourn

## EVENING RECEPTION

- 7:00-9:00 pm** Passed Hors' D'oeuvres and Food Stations with Remarks



# AGENDA

WEDNESDAY | **October 26**

MORNING PROGRAM

MC | Stéphane Beaudoin

**7:30 am** Breakfast

**8:30 am** Intro & Call to Action

**8:45 am** Break

**9:00-10:00 am** Round 1 of Group Sessions: 4 concurrent

Group Session #1 Kurtis Hayne from the Marine Stewardship Council to discuss metrics to support seafood sustainability

Group Session #2 Christina Crowley from Crowley + Arklie Strategy & Co. Learnings from an audit of Canada's food communications plans

Group Session #3 Second Harvest to present about how the industry can partake in the Food Recovery Network Project

Group Session #4 Jennifer Ellson to speak about the role that media can play in today's agri-food system

**10:15-11:15 am** Round 2 of Group Sessions (same as above)

**11:15 am** Break

**11:45 am** Key takeaways from the Group Sessions & Wrap up Insights