



UNLEASHING AGRICULTURE'S POTENTIAL

**NOVEMBER 28-30, 2017
IN CALGARY, ALBERTA
AT THE HYATT REGENCY HOTEL**

Canada is a global agricultural superpower. Already the fifth largest exporter of agriculture and agri-food, Canada has the capacity and desire to grow this sector of its economy. This year's conference will focus on seizing on the momentum in agriculture to unleash its potential to be an even greater producer of food for the world.


GrowCanada®
CONFERENCE 17



GrowCanada[®]

CONFERENCE 17

The GrowCanada partnership is a coalition of national stakeholders working together to promote innovation in Canada's agriculture and agribusiness sectors.

Conseil de
l'orge du
Canada



Barley
Council of
Canada



Canadian
Horticultural
Council

Conseil
canadien de
l'horticulture



Our vision is for Canada to be a world leader in providing new products and innovative solutions for agricultural, nutritional, health, energy and environmental challenges in Canada and around the world, so all Canadians can enjoy the economic, environmental and social benefits of the bio-economy.

Information for delegates

**To access conference sessions,
please wear your name badge.**

Reserve a table for the banquet:

To reserve a table, please see the registration desk before 3:00 p.m. on Wednesday.

Dietary requests:

We are pleased to accommodate special meal requests for those with dietary and health concerns. Please inquire at the conference registration desk.

CONFERENCE CO-CHAIRS:



Mark Brock

Chair, board of directors,
Canada Grains Council



Bryce Eger

Canadian commercial
unit leader, Agriculture
Division of DowDuPont
and CropLife Canada
board of directors

Join the conversation on
Twitter at **#GrowCanada17**

Wifi network: **GrowCanada**
Password: **CPS-Canada**

Schedule at a glance

All conference sessions take place on the third floor of the Hyatt Regency Calgary in the Imperial ballroom.

TUESDAY, NOVEMBER 28

6:00 p.m. - 10:00 p.m.

Icebreaker

WEDNESDAY, NOVEMBER 29

7:00 a.m. - 8:15 a.m.

Sustainability at sunrise breakfast

8:30 a.m. - 4:00 p.m.

Conference sessions

4:20 p.m.

GrowCanada 5km fun run and yoga

6:00 p.m.

Pre-banquet reception

7:00 p.m.

Banquet

9:30 p.m.

Post-banquet reception

THURSDAY, NOVEMBER 30

8:30 a.m.

Continental breakfast

9:00 a.m. - 12:00 p.m.

Conference sessions

Conference sessions

TUESDAY, NOVEMBER 28, 2017

6:00 p.m. - 10:00 p.m.

Opening night icebreaker

Greet old friends and colleagues at our opening night icebreaker to kick off GrowCanada 2017.

WEDNESDAY, NOVEMBER 29, 2017

7:00 a.m. - 8:15 a.m.

Sustainability at sunrise breakfast



Ducks Unlimited Canada
Conserving Canada's Wetlands



NUTRIENTS FOR LIFE  **NUTRIMENTS POUR LA VIE**

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8:30 a.m. – 9:50 a.m.

Keynote: Unleashing Canada's agri-food growth potential: the brain science of engagement and influence

Canada is a global agricultural superpower — oil & gas and lumber combined don't equal our annual GDP outputs of food production, processing and agriculture. Many factors contribute to Canada's trajectory in becoming an undeniable force in feeding the world of tomorrow, but the challenge will be to organize ourselves and others in order to capitalize on this trajectory. Dr. Brynn Winegard will combine her three areas of research — business, brain science, and factors of success for Canadian agri-food — to describe why it is so important that we advocate for ourselves as a global food superpower, how we should go about doing that, what we need to know about how consumers make decisions, the importance of mobilizing millennials and younger generations in service of our growth potential, and how to change our consumers from users to advocates, using brain science.

Dr. Brynn Winegard

Dr. Brynn Winegard is an award-winning professor, speaker, and expert in business and brain science. Professor Winegard retains faculty positions at Schulich Executive Education Centre, University of Guelph, DeGroote School of Business, and Ryerson University.



Professor Winegard founded the *Centre of Excellence in Agri-food studies* at the Schulich School of Business and was the director of the agri-food studies program. Working with the Canadian Agri-Food Policy Institute (CAPI), Dr. Winegard did extensive research on the *Factors of Success for Canadian Agri-food Companies*, in an attempt to determine what the factors were that led organizations in the Canadian agri-food space to be most effective producers, organizations, and exporters. This body of research led to work with many other agri-food organizations, including the Government of Canada; the Government of Alberta's Agriculture and Forestry; OntarioPork; and Nestle to name a few.



9:50 a.m. – 10:20 a.m.

Break



10:20 a.m. – 12:00 p.m.

Working with China: How Canadian agriculture can succeed

China's emerging middle class and rapid economic growth have it poised to be the world's largest agricultural importer by 2020. Already, China is the number one market for Canada's canola exports, and will be critical to the growth of Canadian agricultural exports for decades to come. Still, this market is a source of frustration at times with non-tariff trade barriers and lack of transparent trade rules. These barriers are hurting growth in Canada and limiting the access of Canadian farmers to the newest seed innovations, thus hurting productivity at home as well.

How is China today different from China of years past, and where is it heading economically, socially and politically? How can Canada best position itself to be part of China's growth and future, and how much growth and progress can we expect to make? This session will help answer these questions and provide a better understanding of how to achieve success working with China.



Ted C. Fishman

Ted C. Fishman is an award-winning journalist, best-selling author and former derivatives trader. In his international bestseller, *China, Inc.*, Fishman describes the effects of China's emergence as a world power on the lives and businesses of people everywhere.

Fishman's latest book, *Shock of Gray*, explores how the aging of the world's population and the worldwide trend toward smaller families drive globalization and change our most important relationships.

Fishman has been a fellow at the think tank for the U.S. Chamber of Commerce and a visiting scholar at Stanford University's Center on Longevity. He has also been faculty director and lecturer with programs for global executives through Dartmouth's Tuck School of Business.

The Hon. Stockwell Day

Former Leader of the
Canadian Alliance Party

The Hon. Stockwell Day is a former minister of international trade and minister responsible for the Asia Pacific Gateway. He is a frequent visitor to China, an advisor on Canada-China issues and is currently vice-chairman of the Canada-China Business Council board of directors, which is the leading voice of Canadian businesses in China and provides the knowledge and connections you need to succeed in China and Canada. He will share his perspectives on China's past, present and future, and what he believes Canadian agriculture must do in order to take advantage of the tremendous promise China holds.



syngenta

12:00 p.m. - 1:30 p.m.

Lunch

FMC

1:30 p.m. - 2:40 p.m.

Freshii: a global health food movement

Matthew Corrin shares the inspirational story behind Freshii – his bet on the healthy fast food market. Freshii's non-traditional business model and five guiding principles have helped lead its rapid growth. The story of Freshii and its success in changing the face of the fast-casual food market will inspire audiences interested in growth, leadership, company culture, and embracing opportunity.

Matthew Corrin

CEO & founder of Freshii

Matthew Corrin is well on his way to building a billion dollar business. At 23 years old, Corrin set out to create a restaurant brand that would help people all over the world live healthier and longer lives with fast food



that is convenient and affordable. Enter Freshii: a brand which is now growing at a faster pace than Starbucks. Today, Freshii has over 240 locations in countries around the world.



2:40 p.m - 3:00 p.m.

Break



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3:00 p.m. - 4:00 p.m.

Innovation lost and innovation opportunities

Dr. Robert Fraley, chief technology officer at Monsanto and a World Food Prize Laureate, will discuss the valuable role of innovation for farmers as well as innovation's role in supporting food security and agriculture sustainability around the globe. What is the human and economic impact of blocking agricultural innovations? And how will the incredible advances being made in the biological and data science fields disrupt the ag-food chain and change the way we farm in the future? From new tools and techniques like gene editing to artificial intelligence, today's innovation opportunities make it a very exciting time to work in agriculture.



Robb Fraley

Executive vice-president and chief technology officer, Monsanto Company

Dr. Robert Fraley is executive vice-president and chief technology officer at Monsanto. He has been with the company for more than

35 years, and currently oversees the company's global technology division which includes plant breeding, plant biotechnology, ag biologicals, ag microbials, precision agriculture and crop protection.

Often recognized as the father of agricultural biotechnology, Dr. Fraley developed the first genetically modified organisms (GMOs) in the early 1980s as a solution for farmers battling pests and weeds that threatened their yields. He has authored more than 100 publications and patent applications relating to technical advances in agricultural sciences. Some of Dr. Fraley's most distinguished honors include being recognized as a World Food Prize Laureate in 2013, receiving the National Medal of Technology from President Clinton in 1998 and receiving the National Academy of Sciences Award for the Industrial Application of Science in 2008.

4:20 p.m.

GrowCanada 5km fun run and yoga

Runners meet in the lobby at 4:20. Yoga will take place in the Stephen AB room on the third floor of the Hyatt.



6:00 p.m.

Pre-banquet reception



7:00 p.m. - 9:30 p.m.

Banquet: Unleashing your disruptive behaviour

Too often we find ourselves victims of our specific industry's "regulatory risk." Laws and regulations change and unfortunately it's not always in our favour. The story of Tool Shed is one of trying to start a business that current provincial laws and regulations did not allow, and surprisingly, changing the government's mind is not always as easy as it may seem.

Enter the world of Tool Shed's "Disruptive Behaviour." Maybe you're trying to start up in a tough economy. Perhaps you're trying to market your business against monster-sized competition. Or could it be that you're trying to affect governmental regulatory change? All these scenarios require the use of part of our brains that we've been taught to suppress since childhood, the DISRUPTIVE part of our brain.

The term "Disruptive Marketing" has become so buzz-worthy that we often mistake innovation with being disruptive. These are not the same. The examples and stories of this concept you'll hear from Sherman will even disrupt the way you think about all of those challenges that seem impossible to overcome. It's time to harness your disruptive behaviour.



Graham Sherman

Owner, Tool
Shed Brewery

Graham Sherman is a self-professed "high level geek" who has used his love of technology to help him master the craft of brewing artisan beer. Together with his partner, Sherman launched

the Tool Shed Brewery four years ago, and has never looked back. Speaking on what it takes to be a successful entrepreneur, Sherman's passion comes through in every talk.

Now sold in over 1,000 locations in Western Canada, Tool Shed has its 15,000 square foot headquarters in Calgary, and the team behind the brand has also been nominated as Canadian Entrepreneur of the year, the world's most prestigious business award for entrepreneurs, with programs in 145 cities in 60 countries. They were also named as two co-winners of the "40 Under 40" recognition from Avenue magazine.



Dow AgroSciences



The miracles of science™

9:30 p.m. - 11:00 p.m.

Post-banquet reception

SeCan

Canada's Seed Partner

THURSDAY, NOVEMBER 30, 2017

8:30 a.m. - 9:00 a.m.

Continental breakfast



9:00 a.m. - 10:40 a.m.

New consumer choices are setting a quick pace at grocery retail — what it means for our sector

Join John F.T. Scott as he discusses the ways in which the new consumer is stimulating significant change in the retail sector. The rapidly evolving shift in consumptive power has resulted in new strategies as well as exciting entrants into the chase for consumer favour. The acquisition of Whole Foods by Amazon, the purchase of Jean Coutu by Metro, the declining fortunes of Safeway, the rise of the "grocerant," the potential entry of Lidl and Aldi and the future of discount as king all threaten the traditional landscape of a stable industry. Retail is the final connection to the consumer — strategies and procurement at this level drive demand through the supply chain. Scott will provide his perspective on what it may mean for you.

John F.T. Scott

John F.T. Scott is an economist, consultant and speaker specializing in the food distribution and retail sector. He currently analyzes strategies and frequently writes and speaks on Canada's food industry to various groups and companies. He is renowned for weaving the preferences of the evolving consumer into the evolving dynamics of the industry.



John is chair of both the board of directors of the Canadian Agri-Food Policy Institute (CAPI) and the board of governors of Niagara College. He is past chair of the acclaimed Vineland Research and Innovation Centre and a former director of the Alberta Livestock and Meat Agency (ALMA). He currently serves on the board of Platform Genetics Inc. as well as the North American Advisory Board of Monaghan Mushrooms.



ADAMA

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Food trends and what they mean for agriculture

Consumers are hungry for information about food and vocal about their demands. These consumers have more sway than ever before in determining retail and restaurant decisions. These demands are impacting food trends, from grocery store offerings to prepackaged food to fine dining menus – even as consumer choices do not always align with their requests. This panel will explore how food trends form, evolve and provide advice to agriculture to increase its understanding of what consumers are asking for when it comes to food.

Moderator:



Ellen Pruden

Manitoba Canola Growers Association

Ellen Pruden is two things: bossy and a foodie. She loves to tell everyone why they should cook with canola oil. She was on the Top 100 Most Fascinating Manitobans List. Pruden

graduated with a Bachelor of Education from the University of Winnipeg. She is a foodie at heart, loves to cook and create as many different dishes as possible, using her husband and family as taste testers.

Panellists:



Claire Tansey

Claire Tansey is a chef, teacher and food expert. She has over 20 years' experience working in restaurants, education and media, notably as food director at Chatelaine and as a guest expert on Cityline. She now inspires home cooks at Claire

Tansey's Kitchen. Best known for easy, reliable and delicious recipes, fun TV and radio segments, and engaging classes, Claire also knows food inside and out. Her first cookbook, *Uncomplicated*, will be published in October 2018 by Penguin Random House. Follow her @tanseyclaire!



Abbey Sharp

Abbey Sharp is a media and culinary registered dietitian (RD), blogger at abbeyskitchen.com and Kin Community (Corus) YouTuber. Sharp is a trusted voice in nutrition and food across North America and has represented top international brands

like Electrolux, Panasonic, P&G, Jamieson Vitamins, Best Buy, Sunkist and Kellogg's. In addition to creating content for her own platforms, Sharp is a regular TV expert for top national lifestyle shows like the Marilyn Denis Show, and contributes regularly to Greatist, Eating Well, Ricardo, and Best Health Magazine. Sharp looks forward to the release of her first Penguin Random House cookbook in winter 2018 called *Mindful Glow*. Follow her @AbbeysKitchen!



Liana Robberecht

Liana Robberecht, one of Canada's distinguished leaders in the culinary industry, is the executive chef at WinSport. Robberecht joined WinSport in 2015 after spending nearly two decades at the prestigious Calgary Petroleum Club, including 13 years as the

executive chef. She began her career in the professional cooking program at the Northern Alberta Institute of Technology more than 20 years ago. She also earned her professional pastry diploma from Vancouver's Dubrulle French Culinary School and studied various mediums at the Alberta College of Art and Design, which is reflected in her menu and plating designs. Robberecht was named Chef of the Year in 2011 by the Alberta Foodservice Expos and Canadian Restaurant and Foodservice News magazine and received the 2010 Golden Whisk Award from the Women Chefs and Restaurateurs, of which she is a long-standing member. She is a regular contributor to the CBC Radio Homestretch Show, as well as a contributing food writer for Restaurantcentral.ca.



10:40 a.m. - 10:55 a.m.

Break



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10:55 a.m. - 12:00 p.m.

The Great ReWrite

We are living in a unique moment in history, when revolutionary change in all sectors is occurring at a frenzied pace.

This massive scale of disruption has understandably left organizations on shaky footing, struggling to engage consumers and employees alike, and stay relevant.

Those that learn to adapt, those that allow themselves to be "rewritten" for the modern day, will survive and prosper. Those that do not will collapse.

Leonard Brody explains how to deal with the questions the future holds, and how organizations can harness the uncertainty they're faced with and turn it into excitement, innovation, and success.



Leonard Brody

Business and technology visionary

Leonard Brody has been called "a controversial leader of the new world order." He is an award-winning entrepreneur, venture capitalist, bestselling

author and a two-time Emmy nominated media visionary. He has helped in raising millions of dollars for startup companies, been through one of the largest internet IPOs in history, and has been involved in the building, financing and/or sale of five companies to date. He speaks to the rapid pace of change, innovation, and disruption facing us all, and what to do about it.

After selling his company in 2009, Brody became the president of the Innovation and Digital Group for the Anschutz Company, one of the largest live sport and entertainment businesses in the world. He is also one of the proud owners of Coventry City Football Club in England. Brody also acts as principal in several venture capital funds throughout the world and is behind the financing and creation of 20-30 startup companies a year.

He is currently writing a new book in partnership with Forbes, called *The Great ReWrite* coming out in the next year.



Future Influencers

The Future Influencer program at the GrowCanada conference was developed to provide learning opportunities and exposure to students who have a strong interest in agriculture. At the end of each session, the future influencers share their opinions and views giving our audience insights into what the future generation is making meaning of.

Jake Ayre

University of Manitoba

Jake Ayre is a 21-year-old aspiring farmer from Minto, Manitoba. Jake and his family have been involved in agriculture for several generations, both in Canada and England where his grandparents still reside on the family farm.

Jake graduated valedictorian with a diploma in agriculture from the University of Manitoba in 2017 and is currently completing his agribusiness degree at the University of Manitoba. Growing up on a farm has massively influenced Jake's choice to join the agricultural community. Jake has a passion for agriculture and has been involved in the industry all his life. He has a keen interest in the crop/seed industry and its agricultural policies.

Jake welcomes the opportunity to tell his farming story to help aid in building public trust and correcting misconceptions.

Lauren Benoit

University of Guelph

Lauren Benoit was born and raised on a grain farm just outside of Kirkton, Ontario. She completed her bachelor of science in agriculture at the University of Guelph in 2016 and is currently working on a master's in weed science studying control options for glyphosate resistant waterhemp in corn. Lauren has three years of experience working in herbicide research and development for plant science companies in Ontario and Alberta. Before beginning her master's she worked as a science and regulatory affairs intern at CropLife Canada.

When not hard at work on her thesis Lauren can be found farming with her dad or searching the internet for her next travel destination.



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Thanks to all of our
sponsors for making
the GrowCanada
conference possible.







**JOIN US NEXT YEAR IN OTTAWA
FOR GROWCANADA 2018**

The Westin Ottawa
November 27-29, 2018

growcanadaconference.ca