

Food Safety Policy and Regulations and Their Impact on Marketing and Trade

An Agricultural Institute of Canada One-Day Symposium

April 8, 2005

Hotel Grand Pacific, Victoria BC

MORNING

Session Chair: Kim Shukla, CAC, PAg,
President, Agricultural Institute of Canada

7:30 am

Registration desk open

8:30 am

Welcome Address

*Kim Shukla, CAC, PAg, President, Agricultural Institute
of Canada*

8:45 am

**A Canadian Approach to Food Policy:
Preparing For the Future**

Michele Brenning, Agriculture and Agri-Food Canada

9:15 am

Food Safety and Smart Regulations

Yvan Jacques, Canadian Agri-Food Policy Institute

9:45 am

**Traceability and Quality Verification in the Canadian
Food Chain**

Jill Hobbs, University of Saskatchewan

10:15 am

Break

10:30 am

**It's 2005 and Where Are We? A Country of Origin
Labelling Update**

Patricia Farnese, University of Saskatchewan

11:00 am

Keynote Address

*Rory McAlpine, Deputy Minister, Ministry of Agriculture,
Fisheries and Food*

11:30 am

Question Period and General Discussion

12:00 pm

Luncheon

AFTERNOON

Session Chair: David Chanasyk, PhD, PAg, FAIC,
Past President, Agricultural Institute of Canada

1:00 pm

**Canadian Consumer Perceptions on Food Safety
and Quality**

Curtis Johnson, Ipsos Reid

1:20 pm

**Implementing an On-farm Food Safety Program:
A Pork Industry Perspective**

Dawn Lawrence, Canadian Pork Council

1:40 pm

Exporting, Marketing Strategy and Performance

Craig Mello, Agri Beef Co., USA

2:00 pm

**The Evolving Environment of Food Safety – Meeting the
Challenge from a BC Berry Industry Perspective**

Raman Gill, BC Blueberry Council/Raspberry Industry

2:20 pm

Facilitated Panel Discussion

3:15 pm

Break

3:30 pm

**AIC Semi-annual Meeting Open Agenda and Facilitated
Roundtable Discussion**

5:30 pm

Networking Reception



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REGISTRATION FORM

You may register and pay on-line through a secure server www.aic.ca/conferences/registration_online.cfm, or please complete this form and mail or fax to:

Conference Registrar

1027 Pembroke Street East, Suite 200, Pembroke ON K8A 3M4

F: 613-732-3386

First Name Last Name

Name for Badge Business Title

Organization

Postal Address

City

Province Postal Code

Telephone Fax

Email Web Site

Please indicate any accessibility requirements

Please indicate any food allergies or requirement for vegan or vegetarian meals

REGISTRATION

AIC Members \$75.00 + \$5.25 GST = \$80.25

*Non-Members: \$150.00 + 10.50 = \$160.50

* If you are not currently a member of the Agricultural Institute of Canada, you may sign-up on-line at www.aic.ca, then register for the conference at the Member rate.

CREDIT CARD: Mastercard Visa

Credit Card Number Expiry Date

Name on Card Signature

CHEQUES: Make cheques payable to Agricultural Institute of Canada.

GST Number: 106689094RT

CONTACT

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