

Virtual Conference - Agri-Food Post COVID-19

*Looking at changes in the Canadian agri-food sector
post-COVID-19*



Wednesday, May 27, 2020

1:00 – 3:30 pm ET

AGENDA

COVID-19 continues to have significant impacts on Canada's economy, health care systems and more. We are only beginning to understand how Canada's food system will be affected.

It is vital that our sector take stock of what has happened so far in order to reorient vital research priorities.

AIC's webinar is designed to begin the discussion about what changes are needed to our research priorities in a post-COVID-19 world.

1:00 p.m. - 1:15 p.m.	
Welcome and introduction on technical aspects of virtual conference	Dr. Julianne Curran, AIC Chair Vice President, Market Innovation - Pulse Canada
Welcome from NRC	Denise LeBlanc MacDonald Director General, Aquatic and Crop Resource Development Research Centre - National Research Council
1:15 p.m. - 1:25 p.m.	
Presentation of survey results	Serge Buy CEO - Agri-food Innovation Council
1:25 p.m. - 2:45 p.m.	
Perspectives on impact of COVID-19 on research priorities for the whole food system	
<ul style="list-style-type: none">• Alison Sunstrum, Founder, CEO, CNSRVX• Keith Currie, President, Ontario Federation of Agriculture• Denise Allen, President & CEO, Food Processors of Canada• Jitendra Sagili, Chief R&D and Food Technology Officer, Maple Leaf Foods• Jeff Hall, Food Safety Specialist, Canadian Produce Marketing Association• Bill Greuel, CEO, Protein Industries Canada• Dr. Stan Blade, Dean, Faculty of Agricultural, Life and Environment, University of Alberta• Troy Taylor, Vice President of Operations, Restaurants Canada	
2:45 p.m. - 3:20 p.m.	
General Discussion / Q&A session	
3:20 p.m. - 3:30 p.m.	
Next Steps	Serge Buy CEO - Agri-food Innovation Council

SPEAKER BIOS

Denise Allen

Denise is the President & CEO of Food Processors of Canada. She is a substantive, proven leader who brings more than twenty years of executive experience in retail operations, government relations, finance, and supply chain management across some of Canada's largest retailers.

She is a passionate food advocate and is active in initiatives focused on food safety, sovereignty, security, and Indigenous food systems. Denise is a respected advocate for the value-added food sector and agriculture in Canada. Denise comes from strong rural roots in dairy farming and acts as a special advisor to the Pan Cape Breton Food Hub. Denise is the Vice Chair, Board of Governors, Cape Breton University (CBU), where the Verschuren Center is the hub of agricultural and sustainable food system research.

Denise is also an entrepreneur, having launched the first female led business to have been developed from scientific research in bio char at CBU. SeaTree Organic Charcoal produces and sells local, organic and sustainably sourced bio char to cosmetic and pharmaceutical companies, and conducts studies on waste water treatment using bio char in seafood processing plants.

Dr. Stanford Blade, P.Ag.

Dr. Blade is Dean of the Faculty of Agricultural, Life and Environmental Sciences at the University of Alberta. Prior to joining the University, he served as the CEO of Alberta Innovates Bio Solutions, where he was responsible for all aspects of the organization's activities to support the agriculture, food and forestry sectors in Alberta.

His expertise has been recognized through his invitations to participate in initiatives and reviews conducted by the European Union, the United Nations' Food and Agriculture Organization, the Consultative Group on International Agricultural Research, Harvard Business School and the Canadian Foundation for Innovation.

Keith Currie

Keith a Collingwood-area hay and sweet corn farmer, is the current President of the Ontario Federation of Agriculture. He has 25+ years of experience with the OFA. Currie has a diploma in Agriculture Production Management from Ridgeway College. Currie returned home to manage an eighth-generation dairy and cash crop farm in Simcoe County with his wife Janice and four children.

His operation now focuses on production of grains and oilseed, forages for dry hay, along with a sweet corn and gladiolus flower production. Currie has served as Director on the Simcoe County Holstein Club where he served as County Delegate for Gencor, member of the Dairy Herd Improvement Association, Simcoe District Co-Operatives, Simcoe County Milk Producers, Stayner Farmers Co-Operative and the Collingwood Agricultural Society.

Bill Greuel

Bill is the CEO of Protein Industries Canada where he supports a team of dedicated people to develop and implement PIC's programs, resources, and initiatives to connect and inspire Canada's plant protein potential. An advocate for innovation, Bill has been actively engaged in several boards and committees including the Agriculture Development Fund Advisory Committee and the boards of Ag-West Bio and Prairie Agricultural Machinery Institute.

Jeff Hall

Jeff is a food safety, quality and regulatory management profession with more than 25 years' experience in the Canadian food market. He is responsible for acting on behalf of the CPMA membership for all matters related to food safety. This includes, but is not be limited to, current issues, forthcoming legislation, training, government relations, recall and crisis management. CPMA's membership includes growers, packers, shippers, retailers and food service providers.

Denise LeBlanc MacDonald

Denise is the Director General for the National Research Council of Canada's Aquatic and Crop Resource Development Research Centre. She is responsible for teams, facilities and research activities across Canada, and is currently leading NRC's agri-food and bio-marine files.

Jitendra Sagili

Jitendra is Chief of R&D and Food Technology at Maple Leaf Foods Inc. A visionary R&D executive passionately working to reimagine and change the food ecosystem with the goal of making great tasting, nutritious, sustainable and affordable food.

Alison Sunstrum

Alison is the Founder and CEO of CNSRV-X Inc. She is a serial entrepreneur, and angel investor, finding and creating sustainable solutions that improve agriculture's profitability, animal welfare and the environment.

A passionate advocate for advancing women in STEM and Agriculture, Alison holds patents for innovative technology and has presented widely on Big Data, the Internet of Livestock Things, and commercializing early stage technology ventures.

Troy Taylor

Troy is the VP for Operations at Restaurants Canada. He is responsible for partnership generation, membership growth, Restaurant Canada's Media Center and managing the RC Show, which is the largest Foodservice and Hospitality show in the country.

Troy has over 25 years' experience in the Foodservice and Hospitality industry and has broad based experience including tier one company experience with Labatt and PepsiCo.

He has been leading stakeholder management through the Covid crisis to help align partners to support the restaurant sector's government affairs agenda.

Most recently he orchestrated the "Canada take out" campaign and is now aligning partners/governments to the recovery side's "P.O.S.T." campaign (People Outside Safely Together) to give consumers confidence to come back to support the foodservice industry.

Thanks to our valued Conference Partners!

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