



BEST OF
CAMA
2017

SPEAKER SEMINAR

AGRICULTURE AND FOOD:

A LOOK INTO THE FUTURE – WHAT IS THE NEXT CONVERSATION?

Focusing on trends happening in the food industry and how that is impacting the agriculture industry.

Thursday, November 9, 2017

9:00 am – 3:30 pm (lunch included)

Umbria Ballroom, Delta Regina Hotel

Registration Fee: \$95 includes GST



HOST – MARTY SEYMOUR

Marty Seymour is Director, Industry and Stakeholder Relations at FCC, where he engages with national associations, government officials and industry influencers to explore partnership opportunities that add real value to Canadian agriculture.



TIMOTHY CAULFIELD – PROFESSOR OF HEALTH LAW & SCIENCE POLICY, UNIVERSITY OF ALBERTA

Timothy Caulfield is a Canada Research Chair in Health Law and Policy, a Professor in the Faculty of Law and the School of Public Health, and the Research Director of the Health Law Institute, University of Alberta. His highly interdisciplinary work explores ethical, legal and health policy issues associated with a range of topics. He works frequently with the popular press and is the author of two national bestsellers: *The Cure for Everything: Untangling the Twisted Messages about Health, Fitness and Happiness*, and *Is Gwyneth Paltrow Wrong About Everything?: When Celebrity Culture and Science Clash*.

Topic: When Celebrity Culture and Science Clash – how does pop culture play a role in shaping conversation about agriculture and food? How do we challenge those conversations?



NATASHA & ELYSIA VANDENHURK – CO-OWNERS, THREE FARMERS

Natasha Vandenhurk is CEO and part owner and daughter of one of the farmers. Natasha began her venture at Three Farmers at the age of 24 after graduating with a Bachelor of Arts in Economics from the University of Saskatchewan. She and her team at Three Farmers are focused on creating natural, healthy foods and retailing these foods through health stores and specialty shops across Canada. Elysia Vandenhurk is COO and part owner of Three Farmers and also a certified Red Seal Chef. She joined her sister at Three Farmers after practicing the culinary arts in Toronto under celebrity chef Susur Lee. Elysia's skills in the kitchen have proven to be invaluable at Three Farmers as they continue to expand their line of natural, healthy foods.

Topic: How Three Farmers Slayed the Dragons (and the Natural Foods Industry) – farming background, educations in economics and food, entrepreneurial spirit: these sisters mean business. See how they went from start-up to success. They will also share their experiences in the natural/organic foods sector and speak from a millennials point of view, as that generation is leading the industry trends.



CARMAN ALLISON – VP, CONSUMER INSIGHTS, NIELSEN

Carman Allison serves as VP of Consumer Insights for Nielsen Canada. Carman has his finger on the pulse of the consumer packaged goods landscape and is relied on by manufacturers and retailers to provide them with the consumer insights they need to make strategic and impactful business decisions. With 25 years of experience, he shares his insights on consumer shopping, industry trends and buying and media consumption behaviours and attitudes through thought leadership reports, industry presentations and his two monthly columns in Canadian Grocer and Grocery Business magazine

Topic: 2020 Vision: Best Bets for Growth and What Makes the Consumer Tick? Canada's dynamic retail landscape has challenged many manufacturers and retailers, forcing them to re-examine and reinforce their value proposition. Over the next five years, value will continue to be a key consumer motivator, but we need to look for new ways to connect with consumers to get beyond just price. We will explore four emerging consumer and retail trends and the effect on the consumer package goods business before this decade is out.



BARB STEFANYSHYN-COTÉ – CO-OWNER, BLACK FOX FARM & DISTILLERY

Barb farms near Saskatoon, Saskatchewan with her husband, John. Their new agritourism location, Black Fox Farm and Distillery, produces over 7 acres of fresh-cut flowers for u-pick, farmers market, events and weddings. They have over 10 acres in raspberry and haskap orchards to supply their boutique distillery where they hand-craft gins, vodkas, liqueurs and whiskies. They offer tours, tastings and several festivals throughout the year. John and Barb have been recognized as the Outstanding Young Farmers of Saskatchewan and Canada. Barb is a graduate of the U of S College of Agriculture, a Nuffield Scholar and in January was awarded an honorary life membership from the Saskatchewan Ag Grads Association.

Topic: Why Not? We often get stymied justifying our decisions. Sometimes the answer is “Why not?”. That response led us to sell the family grain farm, start the largest cut-flower farm on the prairies and open an award-winning distillery.



2017 BEST OF CAMA SPEAKER SERIES SPONSOR

WS Worldwide

