

# AGENDA



AGRI-FOOD  
INNOVATION EXPO

## November 28

<b>6:30 p.m. - 8:00 p.m.</b>	<b>Agri-Food Innovation Expo Welcome Reception</b> Agri-Food Innovation Expo conference attendees are invited to attend the Welcome Reception for our opening night on November 28. Join us for one complimentary refreshment as well as light snacks while networking with others in the agri-food industry.
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## November 29

<b>8:15 a.m. - 9:00 a.m.</b>	<b>Registration &amp; Continental Breakfast (Parkland Pavillion)</b>
<b>9:00 a.m. - 9:10 a.m.</b>	<b>Welcome Address</b>
<b>9:10 a.m. - 9:35 a.m.</b>	<b>Opening Keynote: Powering Alberta's Ag Future</b> Stuart Cullum, Red Deer Polytechnic
<b>9:35 a.m. - 10:00 a.m.</b>	<b>Innovation in the Field. Food for Your Family.</b> Terry Aberhart, Pristine Ingredients
<b>10:00 a.m. - 10:20 a.m.</b>	<b>CATA Regional Agritourism Development Strategy</b> Sandy Badry, Michelle Zeggil & Jerry Pratt, Central Alberta Tourism Alliance (CATA)
<b>10:20 a.m. - 10:30 a.m.</b>	<b>BREAK &amp; EXHIBITS</b>
<b>10:30 a.m. - 11:10 a.m.</b>	<b>Finding Success in International Markets: Panel Discussion</b> Moderator: Natujwa Maliondo with Tom Harrison, Chad Kultgen & Peter Chapman
<b>11:10 a.m. - 11:50 a.m.</b>	<b>Value Addition Through Food Processing: Panel Discussion</b> Moderator: Jerry Bouma with Dr. Chandra Singh, Dr. Linda Ho & Craig Bansema
<b>11:50 a.m. - 12:35 p.m.</b>	<b>LUNCH &amp; EXHIBITS</b>
<b>12:35 p.m. - 1:05 p.m.</b>	<b>Data-Driven Decisions</b> John Crowley, Abacus Bio
<b>1:05 p.m. - 1:30 p.m.</b>	<b>Setting Up for Success</b> Kelleen Tait, MNP
<b>1:30 p.m. - 1:55 p.m.</b>	<b>Expanding Your Food &amp; Beverage Business</b> Harvey Bellanger & Ryan Sawka, Farm Credit Canada
<b>1:55 p.m. - 2:10 p.m.</b>	<b>BREAK &amp; EXHIBITS</b>
<b>2:10 p.m. - 2:40 p.m.</b>	<b>How To Include Your Innovation in a Product Pitch</b> Peter Chapman, SKUFood
<b>2:40 p.m. - 3:20 p.m.</b>	<b>Success Through Marketing: Panel Discussion</b> Moderator: Dan Aberhart with Moni Kupczak Ainslie, Dmitry Kuleshov & Bryce McKenzie
<b>3:20 p.m. - 4:00 p.m.</b>	<b>Closing Keynote: Food 5.0 - How We Feed the Future</b> Robert Saik, AGvisorPRO
<b>4:00 p.m. - 5:00 p.m.</b>	<b>MENTORING WORKSHOPS &amp; EXHIBITS</b>

## November 30

<b>8:15 a.m. - 9:00 a.m.</b>	<b>Registration &amp; Continental Breakfast (Parkland Pavillion)</b>
<b>9:00 a.m. - 9:10 a.m.</b>	<b>Welcome Address</b>
<b>9:10 a.m. - 9:55 a.m.</b>	<b>Opening Keynote: How Does Advertising Affect Purchasing Behaviour?</b> Dr. Sylvain Charlebois, Dalhousie University
<b>9:55 a.m. - 10:35 a.m.</b>	<b>Opportunities in Beverage Production: Panel Discussion</b> Moderator: Bianca Parsons with JoAnne Pearce, Kimberly Bateman & Dan St. Pierre
<b>10:35 a.m. - 10:45 a.m.</b>	<b>BREAK &amp; EXHIBITS</b>
<b>10:45 a.m. - 11:15 a.m.</b>	<b>Next Generation Food Solutions</b> Hubba Khatoon, Canadian Food Innovation Network (CFIN)
<b>11:15 a.m. - 11:55 a.m.</b>	<b>Funding Your Business</b> Anton Bellet, ATB Financial & Kevin Chanut, AFSC
<b>11:55 a.m. - 12:30 p.m.</b>	<b>LUNCH &amp; EXHIBITS</b>
<b>12:30 p.m. - 1:15 p.m.</b>	<b>Made in Alberta</b> Alberta Food Processors Association (AFPA)
<b>1:15 p.m. - 1:55 p.m.</b>	<b>Innovation and the Future of Agri-Food: Panel Discussion</b> Moderator: Ken Gossen with Kirk Zembal, Ryan Murphy & Shawn Leggett
<b>1:55 p.m. - 2:20 p.m.</b>	<b>BREAK &amp; EXHIBITS</b>
<b>2:20 p.m. - 2:40 p.m.</b>	<b>Alberta's Food and Bio Processing Centres of Excellence</b> Ken Gossen, Alberta Agriculture and Irrigation
<b>2:40 p.m. - 3:20 p.m.</b>	<b>Taking a Product From Concept to Market</b> Gary Hughes, Sobeys & Mary Burch, Red House Salsa
<b>3:20 p.m. - 4:00 p.m.</b>	<b>Closing Keynote: Getting Value For Your Innovation</b> Peter Chapman, SKUFood
<b>4:00 p.m. - 5:00 p.m.</b>	<b>MENTORING WORKSHOPS</b>