

Buyer Aware Part III: Understanding and Engaging Consumers and Markets in Agri-food

Date: March 10, 2010

Location: Best Western Denham Inn

5207 - 50th Ave., Leduc, AB

Marquis Room

- 9:00 am **Welcome – Dave Anderson, First Vice Chair, Agriculture and Food Council**
- 9:15 am **Keynote Speaker – Ted Bilyea, agri-food consultant to government and industry. Ted is Chair of the Science Advisory Board of Agriculture and Agri-food Canada. He retired in 2005 as Executive Vice-President, Maple Leaf Foods Inc., after having spent 35 years with the company.**
- 10:30 am Refreshment Break
- 10:45 am **Questions and Discussion with Ted Bilyea**
- 11:30 am **Lunch**
- 12:30 pm **Panel Presentations – Consumer Trends and Agri-Food Marketing and Policy, Successes and Opportunities**
- Paul Hughes, Chair, Calgary Food Policy Council
 - Jerry Bigam, CEO, Kinnikinnick Foods Inc.
 - Tamara Taylor, Owner, Ravenwood Farm Fresh Meats
 - Susan Roberts, Coordinator, Growing Food Security In Alberta
- 2:15 pm **Questions and Discussion – All Panel Speakers**
- 3:30 pm **Adjournment and Networking**