



CANADIAN FOOD SAFETY FORUM

November 14, 2018, 1:30 p.m. – 5 p.m. | Hilton Lac Leamy, Gatineau, QC (Mozart Room)

AGENDA

- 1:30 p.m. Welcome by Ron Bonnett, President, Canadian Federation of Agriculture, and Co-Chair of the Public Trust Steering Committee
- 1:35 – 2:00 p.m. **Address by Jean-Claude Poissant**, Parliamentary Secretary to the Minister of Agriculture and Agri-Food and MP for La Prairie, QC
- 2:00 – 3:00 p.m. **Research Review Panel** – Overview of studies on consumer views and behaviours. What do consumers think of when “food safety” comes to mind?
Moderator: Hugh Maynard, Agricultural Journalist and Facilitator
- **Dr. Ellen Goddard**, Professor, University of Alberta
 - **Dr. Andreas Boecker**, Associate Professor, University of Guelph
 - **Dr. Kenton White**, Chief Scientist, Advanced Symbolics Inc.
- 3:00 – 3:15 p.m. Health Break
- 3:15 – 4:00 p.m. **Communications Panel** - Exploring HOW to better reach consumers – what’s working and where can we improve?
Moderator: Hugh Maynard, Agricultural Journalist and Facilitator
- **Kim McConnell**, Chair, Canadian Centre for Food Integrity
 - **Johanne Ross**, Executive Director, Agriculture in the Classroom
 - **Renée Campbell**, Executive Director, Strategic Communications Directorate, Canadian Food Inspection Agency
- 4:00 – 4:50 p.m. **Industry Connections Panel** – Discussion of industry role in building public trust in food safety.
- **Ron Bonnett**, President, Canadian Federation of Agriculture
 - **Rory McAlpine**, Senior Vice President, Government and Industry Relations, Maple Leaf Foods
 - **Marcelle Lavergne**, Director of Food Safety & Quality Assurance, Costco Wholesale Ltd.
- 4:50 – 5:00 p.m. **Closing remarks:** Ron Bonnett
- 5:00 – 6:30 p.m. **Networking Reception**