



Producing Prosperity for the Next Decade

CFA 2020 AGM | Feb 25th-26th, 2020
Chateau Laurier, Ottawa, ON

Monday, February 24

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| 4 p.m. – 8 p.m. | Registration (Adam Room) |
| 7 p.m. – 10 p.m. | Welcome reception for CFA delegates
Hosted by Spirits Canada – 81 Metcalfe Street, Ottawa |

WIFI Network – Fairmont
Meeting
Password : SHAW2020
Twitter : #CFA2020

Tuesday, FEBRUARY 25

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| 8 a.m. – 4 p.m. | Registration (Adam Room) |
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Future Looking Panels (Adam Room) Pre-registration required

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| 8:45 a.m. – 10:15 a.m. | Consumer Messaging: How we get Urban Canada Excited about Agriculture <ul style="list-style-type: none"> • Moderator: Marty Seymour, Farm Credit Canada • Millennials and GenZers Expectations: Len Kahn, Nourish Food Marketing • Enhancing Agriculture's Public Trust: Christina Crowley-Arklie, Crowley + Arklie Strategy & Co. • Agriculture's Positive Profile with Urban Canada: Justin Kingsley, Speakers' Spotlight • Not Organic....But Healthier: Mike Verdonck, Groupe Stell-Ag |
| 10:15 a.m. – 10:30 a.m. | Health Break |
| 10:30 a.m. – 12 p.m. | Disrupters and Drivers for Canadian Agriculture in the Next Decade <ul style="list-style-type: none"> • Moderator: Todd Lewis, Agricultural Producers Association of Saskatchewan • Vertical Agriculture: Jeff McKinnon, TruLeaf • E-machines and 5G: Shawn Sparling, Nokia • Climate Change: Don Jardine, PEI Climate Lab |

Corporate Partner



Corporate Leaders



AGM Sponsors



Plenary Sessions	For all attendees (Adam Room)
12 p.m. – 1 p.m.	Luncheon — CFA Corporate Leaders Update <ul style="list-style-type: none"> • Stuart Person, Senior Vice-President, Agriculture, MNP LLP • Garth Whyte, President & CEO, Fertilizer Canada • Marshall Graves, Regional Sales Manager, John Deere
1 p.m. – 1:10 p.m.	AGM Opening Remarks Mary Robinson, CFA President
1:10 p.m. – 1:45 p.m.	CFA Business <ul style="list-style-type: none"> • Approval of the Agenda • Approval of 2019 Annual General Meeting Minutes • 2019 Financial Report – Christa Casey, CPA, CA, Welch, LLP • Auditor’s Appointment for 2020
1:45 p.m. – 2:30 p.m.	RBC Report – Farmer 4.0 John Stackhouse, Senior Vice-President, Office of the CEO, RBC
2:30 p.m. – 2:45 p.m.	Health Break
2:45 p.m. – 3:15 p.m.	Owning the Global Food Podium <ul style="list-style-type: none"> • Michael Hoffort, President & CEO, Farm Credit Canada
3:15 p.m. – 3:30 p.m.	Brigid Rivoire Mental Health Award Keith Currie, 1 st Vice-President, CFA Portia MacDonald-Dewhirst, Executive Director, CAHRC Marcel Hacault, Executive Director, CASA
3:30 p.m. – 5:15 p.m.	Resolutions
5:15 p.m. – 5:45 p.m.	Remarks from Minister of Agriculture and Agri-Food The Honourable Marie-Claude Bibeau
6 p.m. – 8 p.m.	CFA President’s Reception (Laurier Room, Fairmont Chateau Laurier)

Wednesday, FEBRUARY 26

7 a.m. – 8:30 a.m. L’Orangerie Room)	Corporate Leaders Breakfast with CFA Executive (By invitation –
8 a.m. – 4 p.m.	Registration
Plenary Sessions	For all attendees (Adam Room)
8:45 a.m. – 9:00 a.m.	Remarks from Conservative Party Agricultural Critic John Barlow, MP for Foothills (AB)

9:00 a.m. – 10:30 a.m.	Resolutions (continued)
10:30 a.m. – 10:45 a.m.	Health Break
10:45 a.m. – 11:30 a.m.	World Farmers' Organisation Update Theo de Jager, President, World Farmers Organisation
11:30 a.m. – 12:00 p.m.	Overview of Deans Council: Agriculture, Food & Veterinary Medicine Dr. Greg Keefe, President
12:00 a.m. – 1:00 p.m.	Luncheon — CFA Corporate Leaders Update <ul style="list-style-type: none"> • Sean Finn, Executive Vice-President, CN • Paul Hoekstra, Government and Industry Relations, Syngenta Canada Inc. • Cam Baker, Director of Government and Industry Affairs, Nutrien
1:00p.m. – 1:15 p.m.	Yukon Agricultural Association Sonny Gray, President
1:15 p.m. – 1:30 p.m.	Canadian Agricultural Safety Association Update Marcel Hacault, Executive Director
1:30 p.m. – 2:00 p.m.	Roll-out of the Canadian Agri-Food Sustainability Initiative Bronwynne Wilton, Principle and Lead Consultant, Wilton Consulting Group
2:00 p.m. – 2:15 p.m.	Health Break
2:15 p.m. – 3:45 p.m.	What's the Future for Rules-Based Trade <ul style="list-style-type: none"> • Moderator: Theo de Jager, President, WFO • International Trading landscape: Al Mussell, Agri-Food Economic Systems • Canada's Vision for International Trade: Aaron Fowler, AAFC • American Vision: Evan Mangino, U.S. Embassy • European Vision: Delphine Sallard, EU Delegation
3:45 p.m. – 4:15 p.m.	Resolutions
4:15 p.m. – 4:30 p.m.	President's Closing Remarks

February 27 – First 2020 CFA Board Meeting will take place in the Drawing Room from 8 a.m. – 1 p.m.

MARK YOUR CALENDARS

CFA 2020 BOARD MEETINGS:

March 30	Board of Directors Lobby Day Training, CFA Offices, 21 Florence Street
March 31	CFA Lobby Day (on the Hill) & Lobby Reception, The Westin, Ottawa
April 1-2	Board of Directors Meeting, CFA Offices, 21 Florence Street
July 13-15	Summer Board Meeting & FPT Roundtable, Guelph, ON
October 21-22	Board of Directors Meeting, CFA Offices, 21 Florence Street

OTHER EVENTS:

March 15-21	Canadian Agricultural Safety Week
June 27-30	WFO General Assembly, Bloomington, Minnesota