



Producing Prosperity for the Next Decade

CFA 2020 AGM | Feb 25th-26th, 2020

Chateau Laurier, Ottawa, ON

Monday, February 24

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

8 a.m. – 4 p.m.

Registration (Adam Room)

Future Looking Panels (Adam Room)

Pre-registration required

8:45 a.m. – 10:15 a.m.

Consumer Messaging: How we get Urban Canada Excited about Agriculture

- **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

- **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

Our Corporate Partner



Our Corporate Leaders



Event Sponsors



Plenary Sessions

For all attendees (Adam Room)

12 p.m. – 1 p.m.

Luncheon — CFA Corporate Leaders Update

- 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

- 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

- Michael Hoffort, President & CEO, Farm Credit Canada

3:15 p.m. – 3:30 p.m.

Brigid Rivoire Mental Health Award

Keith Currie, 1st Vice-President, CFA

Portia MacDonald-Dewhirst, Executive Director, CAHRC

Marcel Hacault, Executive Director, CASA

3:30 p.m. – 4:30 p.m.

Resolutions

4:30 p.m. – 4:45 p.m.

Remarks from New Democratic Party Agricultural Critic

Alistair MacGregor, MP for Cowichan-Malahat-Langford (BC)

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 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
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, Minneapolis