

# CFA ANNUAL GENERAL MEETING

*Building a Resilient Future for Canadian Agriculture*

Ottawa, ON - Delta Ottawa City Centre - March 7th, 2023



Exclusive Sponsor

**MNP**

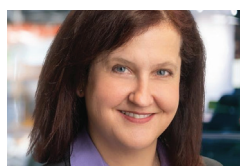
## Professional Development Workshop Agenda Advocacy, Economic Analysis and EDI Strategies

**MARCH 6TH, 2023 - 8:30AM EST TO NOON EST**



### **8:30am - Eric Girard - Workshop Moderator Opening Remarks**

Partner & Leader - Consulting and Digital Practice - Quebec (MNP)



### **8:35am Susan Mowbray, MA - Keynote Presenter**

Partner, Consulting Practice - Vancouver (MNP)

#### **Using Evidence to Demonstrate Value - Economic Impact Studies as a Communication Tool**

Economic impact studies quantify the economic benefits of an industry, organization, project or initiative in terms of standard quantitative measures. They may also document social and community benefits that are broader in scope such as contributions to development of a skilled workforce, development of spin-off or related industries or contributions to local communities. The information provided by economic impact studies is a powerful tool for demonstrating the value of an organization, initiative or project to a decision-makers or the public. Susan will review how economic impact studies are used by organizations to achieve their goals, things to consider in developing economic impact studies and examples of the use of economic impact studies in practice.

### **9:20am - Q&A**



### **9:35am - Brodie Berrigan - Presenter**

Director of Government Relations & Farm Policy - Canadian Federation of Agriculture

#### **Government Decision Making: A Primer**



### **9:45am - Kevin Bosch - Presenter**

Managing Partner - Sandstone Group

#### **Effective Advocacy: A discussion on practical strategies and proven techniques for informing and influencing government decision-makers**

### **10:00am - Q&A**

### **10:15am to 10:30am - Refreshment Break**

# CFA ANNUAL GENERAL MEETING

*Building a Resilient Future for Canadian Agriculture*

Ottawa, ON - Delta Ottawa City Centre - March 7th, 2023

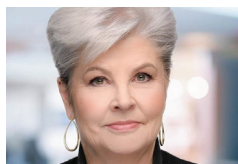


Exclusive Sponsor

**MNP**

## Professional Development Workshop Agenda Advocacy, Economic Analysis and EDI Strategies

MARCH 6TH, 2023 - 8:30AM EST TO NOON EST



### 10:30am - Mary Larson, ICD.d - Keynote Presenter

Partner - Consulting, Business Strategy Leader (MNP)

#### Considering Equity, Diversity & Inclusion as a Strategic Necessity

Our Canadian agriculture sector has always been highly aware of key trends in society and technology. Climate change has been on the minds of most farmers for quite some time, and sustainability practices are embedded in most farmers' strategies. But a new movement is now being added to the practice of farming: EDI. The focus on EDI is driven in some large part by a longstanding labour shortage, but also seems to be fueled by a growing awareness of traditional inequities in and negative bias related to women, Indigenous peoples, people with disabilities, people of colour and LGBTQ+ people.

Mary Larson will address the importance of recognizing these barriers, developing practical and meaningful approaches to addressing them, and integrating these practices into the strategic approaches of farms of all sizes.

### 11:30am - Q&A



### 11:45am - Jennifer Wright - Presenter

Executive Director, Canadian Agricultural Human Resources Council

#### Moving beyond the tagline: Creating and Sustaining Inclusive Spaces in Canadian Agriculture

### 11:55am - Noon - Q&A