

CFA ANNUAL GENERAL MEETING

Building a Resilient Future for Canadian Agriculture

Ottawa, ON - Delta Ottawa City Centre - March 6th & 7th, 2023



Sponsored by:



3:20PM – 4:45PM

March 7th, 2023

EXAMINING THE CURRENT AG LANDSCAPE: CHALLENGES & OPPORTUNITIES



Karen Proud, President, Fertilizer Canada - Moderator/Panelist

Karen Proud joined Fertilizer Canada in April 2021, after more than two decades of senior management roles in both the public and private sectors.

After graduating with a Bachelor of Applied Science from Ryerson University in 1997, Karen began a nine-year career with Health Canada taking on increasingly senior-level roles in the areas of policy and legislative affairs. In 2006, Karen left the public service to pursue opportunities in the private sector. Her most recent roles, prior to joining Fertilizer Canada, were that of: Chief Operating Officer for Food, Health and Consumer Products Canada, President of Consumer Health Products Canada and Vice President of Federal Government Affairs for the Retail Council of Canada.

Karen is a past board member of the World Self-Medication Industry Association, Labour Watch, as well as the Canadian Partnership for Consumer Food Safety Education.



Tom Rosser, Assistant Deputy Minister, Market and Industry Services, Agriculture and Agri-Food Canada

Tom has been part of the senior management team at Agriculture and Agri-Food Canada since 2017 and became Assistant Deputy Minister of the Market and Industry Services Branch in 2021. His responsibilities include trade negotiations, agriculture and agri-food sectoral competitiveness, emergency management and departmental regional offices. Previously, Tom had served as the department's Assistant Deputy Minister of Strategic Policy. Before joining AAFC, Tom held senior positions at Fisheries and Oceans Canada and Natural Resources Canada.

Earlier in his career, Tom held a number of positions in both the public and private sectors related to economic and public policy analysis in natural resource sectors. This included assignments at NRCan, Industry Canada and the Forest Products Association of Canada.

A British Chevening Scholar, Tom holds a Master of Science in Environmental and Resource Economics from the University of London as well as Masters and Bachelor's degrees in Public Administration from Carleton University in Ottawa.



Sukhpaul Bal - President, B.C. Cherry Association

Born and raised in Kelowna BC, Sukhpaul Bal comes from a family that has been farming in Kelowna for over a hundred years. Currently the family is operating a vertically integrated Sweet Cherry operation, as well as being diversified into Agri-tourism with an on-farm Cafe, Market and Bed & Breakfast.

Sukhpaul has been a board member of the BC Cherry Association since 2012 and has served as President for the past 9 years. During this time the cherry industry has seen strong growth and is one of the leading horticulture crops grown in the Okanagan Valley.

Sukhpaul is a trustee for the Black Mountain Irrigation District, and also represents BC on the National Program Advisory Committee.