

ONTARIO FORUM ON AGRI-FOOD TRACEABILITY

*How can you benefit from traceability?
How should Ontario's traceability system continue to evolve?*

When: January 28, 2010

Where: Holiday Inn, Guelph, Ontario



Join agri-food industry leaders, traceability experts and government officials at the Guelph Holiday Inn on January 28, 2010 for the Ontario Forum on Agri-Food Traceability.

This one-day event will feature speakers on international, national and provincial traceability initiatives and industry perspectives and successes. It will also provide opportunities to discuss the future of traceability – so come join in and make sure your voice is heard!

Take advantage of the Early Bird Registration fee of only \$80 by registering before December 18, 2009. Registration increases to \$100 for all registrations received December 18, 2009 or later. Registration deadline is January 15, 2010. Space is limited so register early!

To register call 1-877-424-1300

For updates and more information, visit

www.ontario.ca/traceforum

ONTARIO FORUM ON AGRI-FOOD TRACEABILITY

Guelph Holiday Inn

January 28, 2010

Agenda

Time	Topic	Speaker
8:00am – 8:45am	Check-in	
Chair: Brian Sterling, CEO - OnTrace		
8:45am – 9:10am	Opening Remarks	Hon. Minister Leona Dombrowsky
9:10am – 9:40am	“What Traceability Means for You”	Gwen McBride, Director – Food Safety Programs Branch
9:40am – 10:10am	“Redefine the Chain. Reap the Rewards.” Redefining Relationships Between Supply Chain Partners with Traceability	Martin Gooch, Director – Value Chain Management Centre, George Morris Centre
10:10am – 10:25am	Break	
10:25am – 12:00pm	Panel Session: “Leading the Charge with Traceability” Industry innovators and their successes across the supply chain.	Algoma Orchards – Kirk Kemp, President Sargent Farms – Robert Giguere, CEO Ippolito – Hugh Bowman, General Manager
12:00 - 1:00pm	Lunch	
Chair: David Sparling, Richard Ivey School of Business, University of Western Ontario		
1:00pm - 2:00pm	Keynote: “Tracking Towards Tomorrow” The Future of Traceability	Richard Worzel – President, IF Research
2:00pm - 2:30pm	“What in the World is Going On?” International Traceability Systems: How and Why They Are Successful	Art Smith, President – GS1 Canada
2:30pm – 2:45pm	Break	
2:45pm – 3:15pm	“Strengthening the Link” Farmer and Processor Roles in Retailer Traceability Systems	Eric Biddiscombe, Senior Director Planning, Loblaws
3:15pm – 4:15pm	Panel Session: “Putting the Pieces Together” A Conversation with Government on Federal and Provincial Initiatives with Traceability	Dr. Deb Stark, Chief Veterinary Officer for Ontario – ADM, OMAFRA Susie Miller, Director General – Agriculture and Agri-Food Canada Dr. Allan Preston, ADM – Manitoba Agriculture, Food and Rural Initiatives
4:15pm – 4:30pm	Closing Remarks	Deputy Minister George Zegarac