



# SOCIAL LICENCE IN AGRICULTURE

MARCH 11, 2015 – EVENING RECEPTION - 7:00 PM  
MARCH 12, 2015 – 8:00 AM TO 4:00 PM

## TARGET AUDIENCE

Primary producers, producer/commodity organizations, processors, and agriculture stakeholders

## BACKGROUND

The agriculture industry is facing increasing consumer scrutiny around how the industry operates in the areas of the environment, food production and safety, and animal welfare. Our social licence to operate reflects trust from consumers and society that farming practices align with their values and expectations. Retailers are responding with increasing demands on primary agriculture.

## OBJECTIVES

- Increase knowledge and understanding of social licence
- Identify and understand drivers of social licence
- Present options for solutions for the agriculture industry to address social licence

# AGENDA

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## DAY 1 | WEDNESDAY, MARCH 11

7:00 pm	Welcome Reception
7:30 pm	Insights from Charlie Arnot on Social Licence - an interview   Kim McConnell with Charlie Arnot
8:00 pm	Building Public Trust - A Canadian Model   Kim McConnell

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## DAY 2 | THURSDAY, MARCH 12

8:15 am	Welcome   Jack Swainson
8:30 am	Earning Your Social Licence in the Age of Radical Transparency and Unbridled Social Media   Charlie Arnot
9:30 am	Honourable Verlyn Olson, QC
9:45 am	Ron Axelson, Chair
	We're Only as Good as They Think We Are   Jeffrey Fitzpatrick-Stilwell
10:15 am	COFFEE
10:30 am	Activist Influences on Public Perceptions: Challenges & Opportunities   Kay Johnson-Smith
11:00 am	Sustainability and Social Licence at Loblaws   Bob Chant
11:30 am	Aligning Social Value and Engaging Consumers   Carrie Selin
12:00 pm	LUNCH
1:00 pm	Sharon McKinnon, Chair
	The Social Licence of Food Production   Ted Menzies
1:30 pm	Primary Production 1. Social Licence in Dairy Farming: the proAction® Initiative   Guy Séguin 2. Are Farmers Good & Ready for Everybody?   Karla Bergstrom
2:15 pm	Islands of Angst: Recent Ag Social License Lessons From Hawaii for Alberta   Steve Savage
3:15 pm	COFFEE
3:40 pm	Synthesis Summary   Kim McConnell
4:00 pm	Thank you for attending and safe travels home

# SPEAKERS' PROFILE

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## CHARLIE ARNOT | 8:30 AM

CEO, CENTER FOR FOOD INTEGRITY

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Charlie Arnot is recognized as a thought leader in food and agriculture. He is highly regarded as both a writer and sought-after speaker who engages audiences across the globe. Charlie has more than 25 years of experience working in communications, public relations and issues management within the food system. He serves as CEO of the Center for Food Integrity, a national non-profit organization dedicated to building consumer trust and confidence in today's food system. Charlie spent ten years as a corporate officer for a leading food company; he worked for a public relations agency, was an award-winning radio journalist and worked in video and film. Charlie grew up in southeast Nebraska and graduated from the University of Nebraska with a Bachelor of Journalism degree.



## HONOURABLE VERLYN OLSON, QC | 9:30 AM

MINISTER, AGRICULTURE AND RURAL DEVELOPMENT

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Honourable Verlyn Olson, QC, was elected to his second term as a Member of the Legislative Assembly for Wetaskiwin-Camrose on April 23, 2012. On May 8, 2012 he was named Minister of Agriculture and Rural Development. Prior to serving as a Member of the Legislative Assembly of Alberta, Mr. Olson was a partner with the law firm Andreassen Olson Borth, where his practice focused primarily on real estate, wills, estates and counselling small businesses, assisting farmers, families, seniors and dependent adults. Mr. Olson received both his bachelor of arts in history with distinction and a bachelor of laws from the University of Alberta. Born and raised in Camrose, Mr. Olson has a long history of community involvement, including coaching local baseball and hockey and membership with many organizations. He and his wife, Mardell, have three adult children and two grandchildren.



## JEFFREY FITZPATRICK-STILWELL | 9:45 AM

SENIOR MANAGER, SUSTAINABILITY, MCDONALD'S CANADA

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Jeffrey Fitzpatrick-Stilwell is the Senior Manager, Sustainability for McDonald's Canada, responsible for directing all functional activities in support of the company's goals under the McDonald's Global Sustainability and Corporate Social Responsibility Framework. He develops and leads the implementation of sustainability strategies across the five sustainability framework pillars (Sourcing, Food, Planet, Community, and People). He represents the company on the global sustainability teams responsible for shaping the sustainability policies and practices across the worldwide McDonald's system. He also manages the company's external relations with key sustainability stakeholders and influencers.



## KAY JOHNSON SMITH | 10:30 AM

PRESIDENT AND CEO, ANIMAL AGRICULTURE ALLIANCE

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Kay Johnson Smith is a native Virginian who has worked professionally with agriculture promotion and education for 25 years. She joined the Animal Agriculture Alliance as Executive Director in 1994, and was named President and CEO in November 2011. She is a leading advisor to the ag and food industry on farm animal welfare issues, serves as a national spokesperson and has provided hundreds of presentations and media interviews on related matters. She serves as the industry liaison to USDA on farm animal welfare matters and coordinates U.S. agriculture input to international farm animal welfare initiatives, such as those of the World Health Organization for Animals' (OIE), International Standardization Organization (ISO) and the United Nations Food and Agriculture Organization (FAO). Smith is a member of numerous national coalitions and engages frequently with international organizations.



## BOB CHANT | 11:00 AM

SENIOR VICE PRESIDENT, CORPORATE AFFAIRS AND COMMUNICATIONS,  
LOBLAW COMPANIES LIMITED

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Bob Chant is the Senior Vice President, Corporate Affairs and Communication at Loblaw Companies Limited. He is responsible for managing the corporate face of Loblaw including corporate social responsibility, public relations, government and industry relations, and communication to the company's 192,000 colleagues and franchise employees. For its leadership in the areas of waste reduction, health and nutrition, and sustainable sourcing, Loblaw has been recognized as one of Canada's Greenest Employers and Canada's 50 Most Responsible Corporations the past two years. Prior to joining Loblaw, Bob worked as Senior Associate with Hill & Knowlton Canada, and as Director of Corporate Affairs with Labatt Brewery Company. He has also served as Chief of Staff to the Ontario Opposition Leader and as Senior Advisor to the Prime Minister of Canada and the Premier of Ontario. Bob serves as a director of Stewardship Ontario and the newly-formed Canadian Stewardship Services Alliance.



## CARRIE SELIN | 11:30 AM

MANAGER, TASTE OF ALBERTA

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Carrie Selin has worked with the agriculture industry or government on several multi-stakeholder initiatives for over 16 years. Many of you might know her from her days with the Agri-Environmental Partnership, the Intensive Livestock Working Group or the Alberta Livestock and Meat Agency. She is a strong advocate for agriculture, and as a liaison between industry and media for Taste Alberta she ensures consumers have credible, relevant and interesting information about food produced in Alberta.





## TED MENZIES | 1:00 PM

PRESIDENT AND CEO, CROP LIFE CANADA

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Ted Menzies joined CropLife Canada in January 2014, as President and CEO. Retired from federal politics in November 2013, Member of Parliament since 2004 for the riding of Macleod, Parliamentary Secretary for International Trade for the Canadian International Development Agency and in 2007, Parliamentary Secretary for Finance, appointed to the Queens Privy Council as Minister of State for Finance in 2011. During a lengthy career in primary grain, pulse and oilseed production, he played an active role in agricultural policy development through various commodity organizations as president of the Western Canadian Wheat Growers, Vice President of Grain Growers of Canada, President of Canadian Agri-Food Trade Alliance.



## GUY SÉGUIN | 1:30 PM

ASSISTANT DIRECTOR, DAIRY PRODUCTION AND POLICY, DAIRY FARMERS OF CANADA

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Guy Séguin is a Professional Engineer who works for Dairy Farmers of Canada (DFC) as Assistant Director, Dairy Production and Policy. Before joining DFC, Guy worked as a Dairy System Engineer and Field Service Representative for ten years at Dairy Farmers of Ontario. Guy graduated from the University of Guelph with a B.Sc.(Eng.) in Agriculture and a B.A. in Computer Science. He has also worked with DeLaval Canada for nine years as a Product Manager for milking equipment systems. Guy lives in Casselman Ontario with his wife Kathleen and their four children.

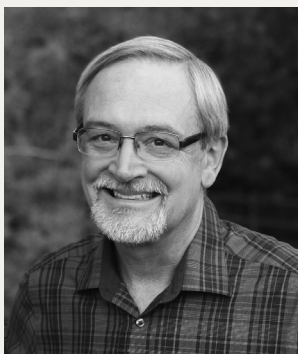


## KARLA BERGSTROM | 1:55 PM

POLICY ANALYST, ALBERTA CANOLA PRODUCERS COMMISSION

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Karla Bergstrom has been the Policy Analyst with the Alberta Canola Producers Commission for over three years. Her primary role is to tackle the issues that are important to farmers, but are also often dreaded by farmers. Karla has worked on a wide-range of files for Alberta's canola producers from transportation, trade, regional planning, grain contracts, variety registration, lobbying, food strategies, grain bag recycling, farm safety, labour, rural development, and bees, to Life Cycle Analysis and Social Licence...otherwise known as Sustainability. Which is what brings her here today to talk about the Alberta Crops Sustainability Certification Pilot Project.



## STEVEN SAVAGE | 2:15 PM

PLANT PATHOLOGIST / CONSULTANT / BLOGGER, SAVAGE & ASSOCIATES

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Dr. Steve Savage has over 30 years of experience with diverse technologies having worked for a university, a large company and a start-up biocontrol company. Since 1996 Savage has been an independent consultant and since 2009 has also been an active blogger and speaker on food and ag issues. Recent work with agriculture in Hawaii will serve as a frame for the Alberta context of Steve's talk.



## KIM MCCONNELL | 3:40 PM

BOARD MEMBER, ALBERTA LIVESTOCK & MEAT AGENCY

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Kim McConnell is the founder and the former CEO of AdFarm, one of the larger agricultural marketing communications firms in North America. In 1984, Kim started the business in the basement of his house and in 2007, he stepped down as CEO. Today Kim likes to say that he "just plays". Over the years, Kim has led many national and international brand and marketing assignments for many respected companies including Farm Credit Canada, Dow AgroSciences, Bayer CropScience, Agrium and RBC Royal Bank. In addition to numerous creative and marketing awards, under Kim's leadership AdFarm was recognized for three years as one of "Canada's 50 Best Managed Companies", and in 2006 was recognized as the 3rd Best Place to Work in Canada. Kim remains involved with AdFarm and is also director on a number of corporate and volunteer boards. Kim and his family live on an acreage on the edge of Calgary. Kim is passionate about agriculture, food, youth and the entrepreneurial spirit.

## CHAIRS

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## JACK SWAINSON | 8:15 AM

CO-CHAIR, AGRI-ENVIRONMENTAL PARTNERSHIP OF ALBERTA

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## RON AXELSON | 9:45 AM

EXECUTIVE DIRECTOR, INTENSIVE LIVESTOCK WORKING GROUP

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## SHARON MCKINNON | 1:00 PM

POLICY PROGRAM COORDINATOR, CROP SECTOR WORKING GROUP

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