

# Social Licence in Agriculture Conference

Executive Royal Hotel - 8450 Sparrow Drive, Leduc, AB

March 11 & 12, 2015

Draft Agenda (as of January 21)

## 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.

**Target Audience:** Primary producers, producer/commodity organizations, and agriculture stakeholders

## Objectives:

1. Increase knowledge and understanding of social licence
2. Identify and understand drivers of social licence
3. Present options for solutions for the agriculture industry to address social licence

**Cost:** \$150 (including GST)

**Register:** Call the Ag-Info Centre 1-800-387-6030

**Deadline:** March 5

<b>Wednesday, March 11 (evening)</b>	
7:00-7:30 pm	<b>Welcome Reception</b>
7:30-8:00	<b>Insights from Charlie Arnot on Social Licence - an interview</b> - Kim McConnell, <a href="#">Alberta Livestock &amp; Meat Agency (ALMA) Board member</a> with Charlie Arnot, <a href="#">Center for Food Integrity</a>
8:00-8:30 pm	<b>Building public trust - a Canadian model</b> - Kim McConnell
<b>Thursday, March 12 (titles to be confirmed)</b>	
8:15-8:30 am	<b>Welcome</b> - Jack Swainson, <a href="#">Agri-Environmental Partnership of Alberta (AEPA)</a>
8:30-9:30	<b>Keynote Speaker</b> - Charlie Arnot, <a href="#">Center for Food Integrity</a>
9:30-9:45	<b>Minister of Agriculture and Rural Development</b> - Honourable Verlyn Olson, QC
9:45-10:15	<b>Sustainability at McDonald's Corporate: Verified Sustainable Beef Project</b> - Jeff Fitzpatrick-Stilwell, <a href="#">McDonald's Canada</a>
10:15-10:30	<i>COFFEE</i>
10:30-11:00	<b>NGO &amp; Communications Strategist</b> - Kay Johnson-Smith, <a href="#">Animal Agriculture Alliance</a>
11:00-11:30	<b>Retail</b> - Bob Chant, <a href="#">Loblaws</a>
11:30-12:00	<b>Consumers</b> - Carrie Selin, <a href="#">Taste Alberta</a>
12:00-1:00	<i>LUNCH</i>
1:00-1:30	<b>Agriculture Inputs</b> - Ted Menzies, <a href="#">Crop Life Canada</a>
1:30-2:15	<b>Primary Production</b> <ol style="list-style-type: none"><li>1. Guy Séguin, <a href="#">Dairy Farmers of Canada</a></li><li>2. Karla Bergstrom, <a href="#">Alberta Canola Producers Commission</a></li></ol>
2:15-3:15	<b>Food &amp; Agriculture</b> - Steve Savage, <a href="#">speaker/writer/myth buster</a>
3:15-3:40	<i>COFFEE</i>
3:40-4:10 pm	<b>Synthesis Summary</b> - Kim McConnell