

The Power of **Meat**,  
Fuelling Canada for  
150 years.



Le pouvoir de la **viande**  
à alimenter le Canada  
depuis 150 ans.



## The Westin Ottawa Hotel

11 Colonel By Drive  
Ottawa, ON K1N 9H4

# DRAFT AGENDA








### Canadian Meat Council Committee Meetings – Members Only

Time	Monday June 5 <sup>th</sup> , 2017	Location
7:00am – 8:00am	<b>Breakfast</b>	Governor General 2 & 3
8:00am – 12:00pm	<b>Beef Grading Agency Meeting</b>	New Brunswick
8:00am – 11:30am	<b>Technical Committee Meeting</b>	Les Saisons
11:30am-12:00pm	<b>Joint Prepared Meats Committee &amp; Technical Committee Session</b>	Les Saisons
12:00pm – 1:00pm	<b>Lunch</b>	Governor General 2 & 3
1:00pm – 3:00pm	<b>Prepared Meats Committee Meeting</b>	New Brunswick
12:30pm – 4:00pm	<b>Pork Committee Meeting</b>	Les Saisons
1:00pm – 4:00pm	<b>Beef, Lamb and Veal Committee Meeting</b>	Manitoba
3:00pm – 4:00pm	<b>Associate Members Committee Meeting</b>	Québec
4:00pm – 5:00pm	<b>CMSA Executive Meeting</b>	Alberta
4:00pm – 5:00pm	<b>Annual General Meeting of Canadian Meat Council Members</b>	Governor General 1

### Monday June 5<sup>th</sup>, 2017

5:00pm – 7:00 pm **“Meat & Greet” Reception** Ontario

Time	Tuesday June 6 <sup>th</sup> , 2017	Location
7:00am – 4:00pm	<b>Technical Posters</b>	Confederation Foyer
7:00am – 8:00am	<b>Breakfast</b>	Confederation 2
8:00am – 8:30am	<p><b>Opening Ceremony</b></p> <p><u>Ceremonial Escort &amp; O Canada</u>  <b>P/SGT. Donald Corbett</b>  <i>R.C.M.P. Community Pipes &amp; Drums</i>  <b>Corporal Craig Kennedy</b>  <i>R.C.M.P. National Headquarters</i></p>	Confederation 1
8:30am – 9:15am	<p><b>General Session</b></p> <p> <b>The Honourable François-Philippe Champagne</b>  <i>Minister of International Trade</i></p>	Confederation 1
9:15am – 10:00am	<p> <b>Janet Riley</b>  <i>Senior Vice President, Public Affairs at NAMI</i>  <i>“North American Nutrition Controversies”</i></p>	
10:00am – 10:30am	<b>Coffee Break</b>	Confederation Foyer
10:30am – 11:00am	<p><b>General Session</b></p> <p> <b>Terry Grill</b>  <i>Director of Sustainability at Sealed Air</i></p>	Confederation 1
11:00am-12:00pm	<p> <b>David Frum</b>  <i>Social &amp; Political Commentator, Senior Editor at the Atlantic</i>  <i>“Trump and Canada: The Good, the Bad and the Ugly”</i></p> <p>Sponsored by: </p>	
12:00pm – 1:00pm	<b>Lunch</b>	Confederation 2
1:00pm – 2:30pm	<p><b>Industry Leaders Panel</b></p> <p> <b>Michael McCain</b>  <i>President &amp; CEO of Maple Leaf Foods</i></p>	Confederation 1

	 <p><b>Trish Sahlstrom</b> <i>Senior Vice President of A&amp;W Food Services</i></p>  <p><b>Ian Gordon</b> <i>Senior Vice President of Loblaw Companies Limited</i></p> <p><u>Moderated by:</u></p>  <p><b>Irene Nattel</b> <i>Managing Director at RBC Capital Markets</i></p>	
2:30pm – 3:00pm	<p><b>Coffee Break</b></p> <p><b>General Session</b></p>	Confederation Foyer
3:00pm – 3:30pm	 <p><b>Ronald Doering</b> Counsel, Gowling WLG</p>	Confederation 1
3:30pm – 4:15pm	 <p><b>Kathy Perrotta</b> <i>Vice President, Canada Ipsos Marketing</i> <i>“Seismic Shifts in Eating Patterns Impacting Meat Consumption and Purchasing Habits”</i></p>	
4:30pm – 6:00pm	<p><b>CMSA Annual General Meeting</b></p>  <p>Canadian Meat Science Association <b>CMSA</b>  <b>ASCV</b> Association scientifique canadienne de la viande</p>	Québec
6:00pm – 10:00pm	<p><b>Banquet Dinner</b></p> <p><u>Chairman’s Award Presentation</u></p> <p><u>Honorary Member</u></p> <p><u>Introduction of Scholarship Recipients</u></p> <p><u>Introduction of the Canadian Meat Council Board of Directors 2017-2018</u></p>	Confederation 2

Time	Wednesday June 7 <sup>th</sup> , 2017	Location
7:00am – 12:00pm	<b>Technical Posters</b>	Confederation Foyer
7:30am – 9:00am	<b>Breakfast</b>	Governor General 1
8:00am – 8:30am	<u>Graduate Scholarship Winners Oral Presentations</u>	
9:00am – 9:30am	<b>General Session</b>	
9:00am – 9:30am	 <b>Carolina Giliberti</b> <i>Executive Vice-President of the Canadian Food Inspection Agency</i>	Confederation 1
9:30am – 10:15am	 <b>Nina Teicholz</b> <i>Investigative Journalist &amp; Author of the New York Times bestseller “The Big Fat Surprise”</i> <i>“Food Politics: Why Nutrition Experts Haven’t Caught up to the New Science on Saturated Fats”</i>	
	Sponsored by: 	
10:15am – 10:30am	 <b>The Honourable Lawrence MacAulay</b> <i>Minister of Agriculture and Agri-Food</i>	
10:30am -11:00am	<b>Coffee Break</b>	Confederation Foyer
11:00am – 11:40am	<u>Program Updates</u>	Confederation 1
11:40am-12:15pm	   <b>Brett Stuart</b> <i>Co-Founder, Global AgriTrends</i> <i>“Global Protein Market Update and Outlook”</i>	
	Sponsored by: <b>3M Science. Applied to Life.™</b>	
12:15pm – 1:30pm	<b>Lunch</b>	Governor General 1
1:30pm – 3:00pm	<b>Board of Directors Meeting</b> (Directors Only)	Les Saisons