



Annual Conference and Speakers' Program - Agenda
Wednesday, April 11, 2018
Country Heritage Park – Gambrel Barn,
8560 Tremaine Road, Milton

- 9-11 a.m. Member Annual Meeting
(Breakfast sponsored by Burnbrae Farms)
- 10 a.m. Registration for the annual conference and speakers' program
(Refreshments sponsored by the JWA Group)
- 11 a.m. Conference and Speakers' Program begins
- 11:05 a.m. Chairman's Address – Brian Gilroy, Chair
- 11:15 a.m. Year in Review – Kelly Daynard, Executive Director
- 11:45 p.m. Farm & Food Care Champion Award – Bruce Christie, Director
- 12:15 p.m. Special Membership Announcement – Heather Copland
and Janelle Caldwell, Directors
- 12:30 p.m. Lunch *(Sponsored by RBC Royal Bank)*
- 1:30 p.m. Recognition of retiring directors – Christine Schoonderwoerd, Vice
Chair and Joe Hickson, Director
- 2 p.m. **Tamar Haspel: *The Elephant in the Room: Towards better
communication about food and farming***
Can we have a public conversation about agriculture that isn't
polarized, vitriolic and, ultimately, counterproductive? Maybe,
just maybe. Tamar Haspel is a journalist who's been on the food
and science beat for almost 20 years. She writes the James Beard
award-winning Washington Post column, *Unearthed*, which
covers food supply issues, and contributes to *National
Geographic*, *Discover* and *Edible Cape Code*. *Sponsored by Grain
Farmers of Ontario*

- 3 p.m. Break (*Sponsored by Gray Ridge Egg Farms*)
- 3:15 p.m. **Simon Haley: Learning lessons from the UK: *How farmers can tell their stories better***
Simon Haley is a social media expert from the United Kingdom. This talk will delve into the rise of special interest groups and show how ignoring this militant voice has contributed to societal change and a defensive strategy for engaging with consumers by UK farmers in previous years. Now, through changing food values, farmers and those working in agriculture are telling their stories louder and better and with greater results.
Sponsored by Valent and Nufarm
- 4:15 p.m. Breakfast on the Farm announcement
- 4:30 p.m. Adjourn - **30th anniversary after hour event**. All attendees are invited to stay after the conference for a reception featuring complimentary beverages and snacks.
(Sponsored by Farm Credit Canada)

Thank you to our conference sponsors:

- Valent and Nufarm
- Grain Farmers of Ontario
- RBC Royal Bank
- Farm Credit Canada
- Ontario Fruit and Vegetable Growers' Association
- Burnbrae Farms
- Canada's Outdoor Farm Show
- Gray Ridge Egg Farms
- JWA Group
- Green Energy Ontario
- Sportswood Printing