

*Dig into Dinner on April 13*

**Farm & Food Care to host 2016 annual conference and speakers' program**

March 30, 2016 (Guelph) – Registration is now open for Farm & Food Care Ontario's annual conference and speakers' program on April 13, 2016. The agenda includes the following:

**APRIL 13:**

- **Dr. Michael Von Massow:** *What consumers know, what they don't know and why it matters*  
We know that Canadians have questions about their food. But how much do they really know? Dr. Michael Von Massow will share insights on consumer perceptions about food.
- **Andy Vance:** *First World Problems*  
Blog entries, Facebook updates, tweets, Instagram pics, pins, and vines – there are countless ways for farmers and food marketers to interact with consumers directly via the internet. While staring down the barrel of a rapidly-growing and increasingly-affluent population, Andy sets the stage for effectively conveying agriculture's story, focusing on how to communicate with the 95 percent of consumers open to dialogue and ignoring the one percent of consumers opposed to everything.
- **Dr. Kevin Folta:** *Talking to a concerned public about genetic engineering*  
(Sponsored by the Tracey Firth Memorial Fund) Using his background in biology, agricultural biotechnology and communications, Dr. Folta uses a variety of methods to talk about the role of science in the process of growing food. He will share his experiences and insights.
- **The chef, the dietitian and the locavore:** *Panel discussion on perspectives related to food and farming*  
(Sponsored by Farm Credit Canada) Hear from three individuals who are all talking with Canadians about food. Panelists include Carol Harrison, Registered Dietitian, Toronto; Jackie Fraser, Fraberts Fresh Food, Fergus; Chef Brad Watt, Rare Grill House, Peterborough.

The day will also feature the presentation of the Farm & Food Care Champion Award and highlights from Farm & Food Care's activities. A full agenda is posted at: [www.FarmFoodCareON.org](http://www.FarmFoodCareON.org) (click on the AGM image on the home page).

**WHERE AND WHEN:**

April 13 (8:30 a.m. to 3:30 p.m.)

Teatro Conference and Event Centre, 121 Chisholm Drive, Milton

Public rate: \$65 early bird. \$80 after April 1.

Media rate: Free to accredited media with preregistration.

Register by emailing [info@farmfoodcare.org](mailto:info@farmfoodcare.org).

Farm & Food Care Ontario brings together tens of thousands of farmers and related businesses with a mandate to provide credible information on food and farming in Ontario. To learn more about Farm & Food Care Ontario or to support the organization's efforts, visit its website at [www.FarmFoodCareON.org](http://www.FarmFoodCareON.org).