



Table Talk: Shifting perspectives

10:00 a.m. Registration & Networking
10:30 a.m. - 4:00 p.m. Conference

In person at
The GrandWay Event Centre
(With thanks to the Grand River Agricultural Society)
7445 Wellington County Rd 21, Elora, ON

HIGHLIGHTS INCLUDE:



Taste of Ontario lunch



Overview of Farm & Food Care Ontario initiatives



Presentation of Food & Farming Champion Award

How brave, honest conversations can transform our lives, organizations and communities



Stephani Roy McCallum

A facilitator, coach, trainer and leader of the most difficult conversations of our lives

With her heart on her sleeve and a deep breath for courage, Steph wades into the messy, important, beautiful conversations that can bring us together - or tear us apart. She believes that brave, honest conversations are how we solve the challenges in our world, together.

Food focus: The facts behind the headlines



Dr. Michael von Massow

OAC Chair in Food System Leadership at University of Guelph

Mike von Massow is a faculty member in the Department of Food, Agricultural, and Resource Economics at the University of Guelph. His research focuses on consumer perception of and demand for food in both retail and food service contexts. He also studies value/supply chains that bring food to the market.

Going viral with ag awareness: Connecting with consumers through TikTok



Hayden Fox

TikTok star and agriculture influencer

Hayden is a Canadian TikTok star famous for posting comedic videos often telling a story as he works on his fourth-generation cash crop farm in southern Ontario. His haydenjfox account has gained 1.8 million followers and 20 million likes since he began posting on the platform in April, 2020.

REGISTRATION

Register on-line at www.FarmFoodCareON.org

Early bird rate - deadline March 30 Regular rate

Member rate:	\$80	\$95
Non-member rate:	\$100	\$115
Virtual conference access:	\$50	\$50

GENERAL SPONSORS:



Location:

The GrandWay Event Centre
(Grand River Agricultural Society)
7445 Wellington County Rd 21, Elora, ON

Registration fees are non-refundable, but are transferable.

Farm & Food Care Ontario reserves the right to limit entry to this event to those individuals who support the objectives of the organization.