

# BUILD YOUR TOOLKIT

This year, our agenda is packed with even more ways for attendees to walk away with actionable tools and insights. For 2024 we're helping you build your toolkit with:

- keynote speakers
- mentorship workshops
- breakout sessions
- hands-on workshops
- panel sessions



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# 2024 AGENDA

Location: Agri-Food Hub, Lethbridge, AB

## Tuesday, November 26, 2024

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12:00 p.m. – 4:00 p.m. | Pre-Conference Agri-Food Tour \*

### TOUR ITINERARY

Join us on a tour of the agri-food industry right in the heart of Canada's Premier Food Corridor. This tour will include stops at three agri-food destinations with customized tours at each stop. Lunch and beverages are included.

[Get Tickets](#)

12:00 p.m. | Tour Begins | Lethbridge & District Exhibition

Travel to Little Gem Winery

12:30-1:30 p.m. | Tour & Lunch | Little Gem Winery



Cultivating food is in their blood—Little Gem Winery is rooted in three generations of farming in Nobleford, Alberta. Born from the family’s love of haskap berries, the winery transforms them into distinctive wines and ciders. Because great food deserves exceptional wine.

## Travel to Prairie Hill Farms

2:00-3:00 p.m. | Tour | Prairie Hill Farms



Prairie Hill Farms Ltd. (PHF), established in 2020 in Picture Butte, Alberta, is a food manufacturing facility specializing in processing a variety of food and beverages. Their core product line includes BBQ sauces, juices, jams, spreads, syrups, and other preserves. The facility also has the capability to freeze-dry and grind haskap berries into powder or package them as whole, sorted, and graded berries sourced from growers in Alberta and Saskatchewan. PHF packages these products in stand-up pouches and sachets and provides co-packing services to other local food manufacturers.

## Travel to Lethbridge Polytechnic Greenhouse/ Aquaponics Centre

3:30-4:30 p.m. | Tour | Lethbridge Polytechnic Greenhouse/  
Aquaponics Centre



Lethbridge Polytechnic has over 20,000 sq ft of controlled-environment agriculture facilities, including their internationally renowned Aquaculture Centre of Excellence (ACE) and their on-campus research greenhouse, the Centre for Sustainable Food Production (CSFP). Their unique facilities and technical expertise allow them to offer pre-commercial validation opportunities for commercial application and exploration of a variety of integrated food production techniques.

## Travel to Lethbridge & District Exhibition

4:45-5:00 p.m. | End Tour | Lethbridge & District Exhibition

*\*The Pre-Conference Agri-Food Tour is a ticketed event. [Click here to get tickets.](#)*

Proudly presented by:



Canada's Premier Food Corridor



# LETHBRIDGE & DISTRICT EXHIBITION

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6:00 p.m. – 9:00 p.m. | Optional Pre-Expo Networking



## Various Locations

As attendees are arriving to Lethbridge, local restaurants will provide discounted meal & drink options for dining options. A great way to connect with your peers and other expo attendees before the official start of the Agri-Food Innovation Expo.

Details on available dining options will be posted below as they are available.

# Wednesday, November 27, 2024

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8:15 a.m. – 9:00 a.m. | Registration & Continental Breakfast



## Agri-Food Hub

Registration & Continental Breakfast

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9:00 a.m. – 9:10 a.m. | Welcome Address



## Main Stage

The welcome address will set the tone for the event, highlighting the importance of Agri-Food Innovation Expo and the impact it will have on helping businesses build their toolkit in the agricultural and food industry.

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9:10 a.m. – 9:50 a.m. | Kick-off Keynote: Putting Focus on Innovation  
When All They Want is Lower Prices – Peter Chapman, SKUFood



## Main Stage

There has been a lot of focus on the price of food and beverages. Cost increases in ingredients, labour, packaging, logistics and other inputs has forced price increases across almost every category. Consumers, retailers and even politicians are focused on the prices they see in grocery stores. Peter will share tactics and strategies to help you get customers and consumers to see the value in the innovation you bring to the market. Innovation costs money and you need to get a return on your investments.



Peter Chapman, SKUFood

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9:50 a.m. – 10:30 a.m. | Main Stage Panel: Pioneering Sustainability in the Agri-Food Industry

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## Main Stage

Join us for an insightful panel discussion on the transformative topic of sustainability in the agri-food sector. As the world grapples with climate change, resource depletion, and food security challenges, the industry must innovate and adapt. Our expert panelists will explore innovative practices, technologies, and policies shaping the future of sustainable agriculture and food production.

## Exhibits Area

Lunch, Networking & Exhibits

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1:05 p.m. – 2:00 p.m. | Afternoon Keynote



Main Stage

Information on our keynote speaker will be coming soon.

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2:00 p.m. – 2:45 p.m. | Main Stage Panel: Innovative Marketing Strategies in the Agri-Food Sector



Main Stage

Explore the evolving landscape of marketing in the agri-food industry in this dynamic panel discussion. As consumer preferences shift and digital platforms proliferate, effective marketing strategies are more crucial than ever for connecting with audiences and driving growth. Our panel of marketing experts will discuss emerging trends and best practices for marketing in the agri-food industry.



## Exhibits Area

Coffee Break, Networking & Exhibits

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3:30 p.m. – 4:30 p.m. | Hands-On Workshops



## Breakout Rooms

These can't-miss sessions will give you hands on experience, allowing you to walk away with insights, tools or assets that you can immediately integrate into your business.

### **Workshop 1**

Not sure how to take your business to the next phase? Have an idea that you need a second opinion on? Back by popular demand from 2023, these sessions will give you access to experts in the industry. Get one-on-one feedback to help you take the next step in your business.

Information on our mentors and how you can book your session will be coming soon.

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7:00 p.m. – 9:00 p.m. | Evening Reception & Networking Event



Agri-Food Hub

We're ending night one of the Agri-Food Innovation Expo off by bringing the agri-food industry together. The first tool in your toolkit is your network. Here you will have the opportunity to create a deeper connection with like-minded professionals and exchange ideas.

# Thursday, November 28, 2024

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8:15 a.m. – 9:00 a.m. | Registration & Continental Breakfast



Agri-Food Hub

## Registration & Continental Breakfast

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9:00 a.m. – 9:10 a.m. | Welcome Address



### Main Stage

The welcome address will provide attendees with a recap of Agri-Food Innovation Expo day one while highlighting what our guests can expect for the rest of the day.

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9:10 a.m. – 9:50 a.m. | Morning Keynote: What Does the Future Hold for Agri-Food – Jo-Ann McArthur, Nourish Food Marketing



### Main Stage

## What Does the Future Hold for Agri-Food?

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9:50 a.m. – 10:30 a.m. | Main Stage Panel – Creating your Financial Recipe



## Main Stage

How do you boost your agribusiness's recipe for success with financing? Join this panel for insights on what can increase the appetites of lenders to finance and how their advice can support your business at all stages of growth. **Bianca Parsons**, Executive Director, Alberta Food Processors, moderates the discussion with **Doug Wilson**, Assistant Vice President, Corporate Financing and Senior Accounts, FCC; **Anton Bellot**, Director, Agribusiness & Agri-Food Sector, ATB; and **Kevin Chanut**, Vice President, Lending, AFSC.

Get one-on-one feedback to help you take the next step in your business.

Information on our mentors and how you can book your session will be coming soon.

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2:00 p.m. – 2:45 p.m. | Coffee Break, Networking & Exhibits



## Exhibits Area

Coffee Break, Networking & Exhibits

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2:45 p.m. – 3:30 p.m. | Main Stage Panel: Emerging Opportunities in the Agri-Food Industry



## Main Stage

This panel will explore the transformative trends shaping the future of the agri-food industry in Canada. From technology-driven innovations to shifting consumer preferences and the growing importance of food security, our expert panel will discuss the opportunities and challenges that lie ahead. Join us as we delve into how the agri-food sector is evolving to meet global demands, and what it means for producers, consumers, and stakeholders across the supply chain.



## Main Stage

This session will reveal how scaling next-gen agrifood innovations can unlock trillions in value while addressing critical food system challenges. Drawing on experience working with startups, industry leaders, and farmers worldwide, Christine will share how specific technologies, such as decarbonization solutions for crops, AI-powered tools for regenerative agriculture, and healthy ingredients made with the tools biotechnology, are poised to create \$4.5 trillion in economic opportunities annually. Christine will dive into the barriers preventing these innovations from scaling—such as fragmented value chains and lack of investment—and offer concrete strategies to overcome these hurdles. Attendees will gain insights into building impactful collaborations, leveraging new investment models, and unlocking market-ready solutions that can drive meaningful change for people, planet, and profit.