

Centre for Organizational Governance in Agriculture

Sponsored by the BC Council of Marketing Boards

Agenda

Moving Agriculture Forward with Innovation

Tuesday, November 20, 2012

**Ramada Plaza and Conference Centre
36035 North Parallel Road, Abbotsford, BC**

- 9:30 am** **Welcome**
Brian Bilkes, Director, COGA
- 9:35 am** **Innovation: What innovation means for You and Your Organization**
Al Scholz, Facilitator
A.N. Scholz & Associates Inc.
- 10:30 am** **Break**
- 10:45 am** **Innovation: Industry Presentations**
Mike Reed, BC Hot House Foods Inc.
Kevin Boon, BC Cattlemen's Association
Geraldine Auston, BC Pork
- 11:20 am** **Industry Presentations: What was Learned?**
Facilitated by Al Scholz
- 11:50 am** **Group Session: Making Innovation Work**
Facilitated by Al Scholz
- 12:15 pm** **Wrap-Up**
- 12:30 pm** **Lunch**
- 1:30 pm** **Moving Agriculture Forward with Innovation**
Christophe Pelletier, The Food Futurist
- Introduction: How Innovation has Moved Agriculture Forward in the Past
 - The Shift in Consumption Markets
 - Future Marketing Strategies
 - Producing More with Finite Resources
 - Farmers of Tomorrow
 - Taking Leadership to Move Forward and Shape the Future of Food and Farming
- 2:45 pm** **Questions and Closing**

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