



Centre for Organizational Governance in Agriculture

Sponsored by the BC Council of Marketing Boards
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**TO: BC Marketing Boards and Commissions
BC Agriculture Associations & Councils
BC Farm Industry Review Board
Other Interested Parties**

The Centre for Organizational Governance in Agriculture (“COGA”), with financial support from the governments of Canada and British Columbia, delivered through the Investment Agriculture Foundation of BC, is very pleased to present a professional development program for directors, officers, management, staff and others of BC Agricultural Boards, Commissions and Associations.

Emerging Issues

Thursday, November 8th, 2018
9:00 (registration)
9:30am – 3:00pm

**Quality Hotel & Conference
Centre**
36035 North Parallel Road, Abbotsford

OUR SPEAKERS

Dr. Mike Leslie
*Nutritionist,
Ritchie Smith Feeds*

Pamela Ambriz
*Director of Product
Strategy and
Development,
Vitalus Nutrition Inc*

Sydney Massey,
*Director of Nutrition,
BC Dairy Association*

Cheryl Davie,
*Manager of Strategic
Initiatives, Analysis
BC Chicken Marketing
Board*

Allan Mulder
*BC Hatching Egg
Commission*

About the Workshop

The scope and complexity of issues facing agricultural organizations seems to continually expand and the skills, knowledge and expertise called upon from Directors and Officers grows similarly. This workshop is designed to address emerging issues in the field of agriculture.

- **Innovation**– Pamela Ambriz
In an ever-changing world, successful innovation is an important part of any business. In this presentation, Phil discusses some of the innovative changes he has seen in the agricultural business.
- **Anti-Microbial Use** – Dr. Mike Leslie
Anti-microbial use is a hot topic among consumers. Drawing on his experience and expertise in the field, Mike incorporates technical information to address this issue effectively.
- **Consumer Marketing and Antimicrobial Use**- Cheryl Davie
Increasing resistance is a point of interest connected with the use of anti-microbials. Cheryl shares the knowledge she has acquired through her years dealing with these concerns.
- **Canada’s Healthy Eating Guide** – Sydney Massey
From the sodium reduction strategy to labelling plans for a new food guide, Sydney brings the answers to questions you might have on what is being proposed, and how it might affect your industry.
- **BC Hatching Egg Industry Update**- Allan Mulder
A member of our BC Hatching Egg Commission shares an update on the BC Hatching Egg industry.

Registration

There are two ways to register:

1. Complete the attached form “Emerging Issues Registration Form” and email to Kristianne.Hendricks@gmail.com or
2. Go on-line to www.bccoga.ca and click on the registration link.

The cost of this workshop will be \$150 (GST included), which includes lunch and all course materials.

We look forward to seeing you there!



Kristianne Hendricks
BC Council of Marketing Boards

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