

REGISTRATION IS NOW OPEN!

The **2017 Agri-Value Workshop and Networking Event** is taking place **Thursday, May 4** at the Sheraton Cavalier in Saskatoon. In 2017, we celebrate three successful years of growing attendance, top notch speakers and glowing reviews (on average, 99 per cent find the event useful for their business!).

This year's theme is **Growth, Opportunities and Challenges in Value-Added Processing**. We have created a workshop featuring both local and international speakers, whose sessions will include:

- Emerging North American trends in value-added products
- A Saskatchewan's processor's experience
- Investor expectations in the value-added industry
- Food labelling modernization
- A retail buyer's perspective when considering products
- Social license in the agri-value industry and how to garner public trust
- Growth, opportunities and challenges in value-added processing

The workshop will be followed by an evening reception, featuring an address by the Honourable Lyle Stewart, Saskatchewan Minister of Agriculture. A tentative agenda for the event has been attached.

The registration fee for this event is \$75. This fee covers your entrance to both the workshop (7:30 a.m to 5 p.m., including lunch and refreshments) and reception (5 p.m to 8 p.m., including appetizers). **Please register before March 31, 2017** to be entered in the early-bird draw. Send the attached form by mail or email to:

Value-Added Unit
Ministry of Agriculture
Government of Saskatchewan
3830 Thatcher Avenue, Saskatoon SK S7R 1A5

Or agrivalue@gov.sk.ca

We look forward to seeing you at the **2017 Agri-Value Workshop and Networking Event** in May!

Sincerely,

Godwin Pon
Manager
Value-Added Unit, Ministry of Agriculture
Government of Saskatchewan

Questions? Please call (306) 933-5096 or email agrivalue@gov.sk.ca.

2017 Agri-Value Workshop and Networking Event
Thursday, May 4, 2017
Workshop 7:30 a.m. to 5 p.m., Reception 5 p.m. to 8 p.m.



Centre Room, followed by the Top of the Inn Ballroom
Sheraton Cavalier Saskatoon Hotel
612 Spadina Crescent E
Saskatoon, SK S7K 3G8

REGISTRATION FORM

Name(s): _____

Business Name: _____

Address: _____

City: _____ Province: _____ Postal Code: _____

Home Phone: _____ Work Phone: _____ Cell Phone: _____

E-mail address: _____

_____ X \$75 = _____
of tickets total payment

Please register me for the 2017 Agri-Value Workshop and Networking Event

Credit Card Number: _____

VISA MasterCard Expiration Date (MM/YY): _____

Security Code (three digit number on the back of your card): _____

Please complete the registration form with your credit card information* and email to agrivalue@gov.sk.ca or send by mail to the following address:

Value-Added Unit
Ministry of Agriculture
Government of Saskatchewan
3830 Thatcher Avenue, Saskatoon SK S7R 1A5

*Purchase will appear on your credit card statement as *Ag-West Bio Inc.*

Alternatively, please enclose a cheque made payable to *Ag-West Bio Inc.* with your registration form.

If you have any questions, concerns or dietary restrictions, please contact us at agrivalue@gov.sk.ca or (306) 933-5096.

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WORKSHOP

- 7:30 Registration
- 8:15 Welcome
- 8:30 **Joel Gregoire, Intel Group Ltd.:** *Emerging North American trends in value-added products*
- 9:35 **George Barreras, Oatdeal:** *A Saskatchewan processor's experience*
- 10:25 Nutrition break and networking
- 10:45 **Michael McGee, Avrio Capital Inc.:** *Investor expectations in the value-added industry*
- 11:45 Lunch
- 12:30 **Retail Buyers Panel:** *What are retail buyers looking for when they consider products?*
- 13:40 **Karen McIntyre, Health Canada and Daniel Miller, CFIA:** *Food Labelling Modernization*
- 14:30 Nutrition break and networking
- 14:45 **Jenna Blumenfeld, New Hope Network:** *Social license in the agri-value industry and gaining public trust*
- 15:35 **Dr. Sylvain Charlebois, Dalhousie University:** *Growth, opportunities and challenges in value-added processing*
- 16:50 Closing Remarks
- 17:00 Move to Networking Reception

NETWORKING EVENT

- 17:00 Welcome
- 18:10 **Honourable Lyle Stewart, Minister of Agriculture**
- 20:00 Thank you
- 21:00 End