

REGISTER BY: November 3, 2008

Please complete form and mail with payment to:
Northern Ontario Agri-Food Education & Marketing
Inc., 1540 Hwy. 17 E., Wahnapiatae, ON P0M 3C0.
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For general inquiries: 1-705-694-4396 or visit:
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Number of Attendees _____ x \$20 = \$ _____

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Northern Ontario Agri-Food
Education & Marketing Inc. presents:



*"GROWing YOUR
OPPORTUNITIES"*
CONFERENCE

**CAPTURING LOCAL FOOD
OPPORTUNITIES**

~ IN **NORTHERN ONTARIO**

November 29, 2008

Canadian Hearing Society
1233 Paris St., Sudbury

Northern Ontario Agri-Food Education & Marketing Inc.
educates consumers, processors and retailers on the agri-food industry in
Northern Ontario, while assisting producers with marketing initiatives.

AGENDA

9:00 a.m. Registration

9:15 a.m. Welcome & Introductions

9:30 a.m. Keynote Address: 'Who's Your Farmer?'



Margaret Webb is the author of *Apples to Oysters: A Food Lover's Tour of Canadian Farms*, published by Penguin Canada, 2008.

Margaret grew up on a farm just outside Barrie, Ontario. She held senior editorial positions at several national and city magazines before embarking on a adventuresome freelance career that has taken her to Montreal and Los Angeles (where she penned two screenplays for Walt Disney Studios) and back to Toronto where her magazine articles have appeared in *The Globe and Mail*, *Saturday Night, Chatelaine*, *Toronto Life* and *Canadian Geographic*. She also teaches magazine writing at Ryerson University.

10:30 a.m. Nutrition Break

10:45 a.m. Make it Happen – success in reaching retail

- Raymond Savage - *Manager of Co-operative Regionale de Nipissing/Sudbury*
- Dan Poulin - *Don Poulin Potatoes Inc.*, Sudbury District
- Troy Isaac - *Last Mountain Berry Farms*, Algoma District
- Will Samis - *Penokean Hills Beef Producers*, Algoma District

12 noon Hot Lunch & Networking Opportunities

**1:00 p.m. The What? The Who? and The Why!
Understanding food & value added regulations**

- Dorene Collins & Carl Fletcher, OMAFRA

1:30 p.m. Filling the Order – from farm to the plate

- Rose Diebolt, owner *Garden's Gate Restaurant*, Tehkummah, Manitoulin District
- Nancy Guppy, *Chapman's Landing Cooking School*, Nipissing District

2:30 p.m. Nutrition Break

**2:45 p.m. Rebuilding the Middle
– innovative distribution models**

- Diana Bockus - *Food Buyers' Group*, Thunder Bay District
- Mark Trealout – *Kawartha Ecological Growers*
- Dave Lewington, *Dalew Farm*, Sudbury District

3:45 p.m. Wrap-up / Evaluation / Next Steps

This conference is proudly sponsored by:



Northern Ontario Agri-Food Education & Marketing Inc.



The Ontario Trillium Foundation is an agency of the Government of Ontario



Ontario Ministry of Agriculture, Food & Rural Affairs

