



Canadian
Horticultural
Council

Conseil
canadien de
l'horticulture



FARM TO PLATE
DE LA FERME À L'ASSIETTE

Produce & Politics
Spring Event
Politiques et fruits et légumes
Événement du printemps

CPMA ACDFL
CANADIAN PRODUCE MARKETING ASSOCIATION
ASSOCIATION CANADIENNE DE LA
DISTRIBUTION DE FRUITS ET LÉGUMES

Farm to Plate 2021 Virtual Event Schedule

All times in ET Group meetings start at 11am due to time zone needs, but meetings with Parliamentarians may be scheduled earlier based on Parliamentarian locations. **Please note that registered Farm to Plate participants are expected to attend Parliamentarian meetings as well as Monday's training sessions, with flexibility to adapt to changes in meeting schedules.**

Monday, May 31, 2021	
11:00 a.m. – 11:15 a.m.	Welcome and Opening Remarks from CPMA Chair & CHC President
11:15 a.m. – 11:25 a.m.	Welcome Remarks from Parliament Hill
11:25 a.m. – 12:00 p.m.	Industry Participant Training: Overview of Our Issues <i>In this session, CHC Executive Director Rebecca Lee and CPMA President Ron Lemaire will help prepare participants to engage with elected officials on our industry's most pressing issues.</i>
12:00 p.m. – 12:30 p.m.	Industry Participant Training: What to expect when you're meeting MPs in a virtual format <i>In this session, we'll cover best practices for engaging with Parliamentarians in a virtual format and after the event is over. You'll also hear from fellow industry participants about what to expect from your meetings and spend some time connecting with your first meeting team.</i>
1:00 p.m. – 5:00 p.m.	Virtual Meetings with Parliamentarians and officials (as scheduled) <i>Please note that Zoom links for each meeting will be sent to attendees the day before the meeting is scheduled to occur.</i>



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Farm to Plate 2021 Virtual Event Schedule cont'd

Tuesday, June 1, 2021	
9:00 a.m. – 5:00 p.m.	<p>Virtual Meetings with Parliamentarians and officials (<i>as scheduled</i>) <i>Please note that Zoom links for each meeting will be sent to attendees the day before the meeting is scheduled to occur.</i></p>
3:30 p.m. – 4:00 p.m.	<p>Closing Remarks & Industry Participant Networking Session: Reflections from the Event <i>CPMA President Ron Lemaire and CHC Executive Director Rebecca Lee will close this year's event with a thank you to our sponsors and participants and give an overview of what we heard during our meetings with Parliamentarians. Participants will share their experiences of Farm to Plate 2021.</i></p>