



Canadian
Horticultural
Council

Conseil
canadien de
l'horticulture



FALL HARVEST
MOISSON D'AUTOMNE

Produce and Politics
Fruits, légumes et politiques

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

Fall Harvest 2020 Virtual Event Schedule

All times in EST Group meetings start at 11am due to time zone needs, but meetings with Parliamentarians may be scheduled earlier based on Parliamentarian locations.

The 2020 Fall Harvest event schedule has been designed so that Monday is the only full day for participants. **Please note that participation in Monday's training sessions is required for those wishing to attend Parliamentarian meetings. [Registration is required to participate in Fall Harvest 2020.](#)**

Monday, November 2nd	
11:00 a.m. – 11:20 a.m.	Welcome and Opening Remarks from CPMA Chair & CHC President
11:20 a.m. – 12:00 p.m.	<p>Special Appearance by Honourable Marie-Claude Bibeau, Minister of Agriculture and Agri-Food <i>Minister Bibeau will give brief remarks, followed by a Q&A session with industry.</i></p> <p>*Open to all CPMA and CHC members. Separate registration required*</p>
12:00 p.m. – 12:30 p.m.	Lunch Break
12:30 p.m. – 1:00 p.m.	<p>Overview of Our Issues <i>In this session, CHC Executive Director Rebecca Lee and CPMA President Ron Lemaire will help prepare participants to meet with Parliamentarians over the course of the week. From financial protection and business risk management, to labour, sustainability and more, you'll feel ready to engage with elected officials on our industry's most pressing issues.</i></p>
1:00 p.m. - 2:00 p.m.	<p>Panel Discussion: Produce & Politics <i>On this panel, we'll host a roundtable discussion with political pundits from the Liberal, Conservative and New Democratic parties to help prepare participants for our meetings with Parliamentarians later in the week. We'll explore the political landscape of the new Parliamentary session and what it means for Canada's fresh produce industry, covering issues that are top of mind for many in our sector including: economic recovery from the COVID-19 pandemic, enhancing sustainability, labour challenges across the supply chain, and much more.</i></p> <p>Moderator: David Coletto, Abacus Data Speakers: Cam Holmstrom, Bluesky Strategy Group; Gary Keller, Strategy Corp Chris Vivone, Edelman</p>



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Monday, November 2nd (continued)

2:00 p.m. – 2:15 p.m.	Coffee Break
2:15 p.m. – 3:00 p.m.	<p>Industry Participant Training & Networking Session: Engaging Parliamentarians – Tips, Tricks and Best Practices</p> <p><i>In this session, we'll cover best practices for engaging with Parliamentarians in a virtual format and after the event is over, and hear from fellow industry participants about what to expect over the coming days.</i></p>

Tuesday, November 3rd

9:00 a.m. – 5:00 p.m.	Virtual Meetings with Parliamentarians and officials (<i>as scheduled</i>)
12:30 p.m. – 1:30 p.m.	<p>Educational Panel for Parliamentarians: COVID-19 Challenges for Canadian Growers and the Produce Supply Chain</p> <p><i>The produce supply chain has risen to the unimaginable challenges imposed by the COVID-19 global pandemic to ensure that fresh fruits and vegetables continue to make it to Canadian tables. On this panel, you'll hear from growers, packers and distributors on how the pandemic has impacted them and their workers, and what they've done to ensure that their operations have continued to operate safely and efficiently.</i></p> <p>*Industry participation welcome – registration required*</p> <p>Moderator: Larry McIntosh, Peak of the Market Speakers: Beth Connery, Connery's Riverdale Farms Ltd. Guy Pouliot, Ferme Onésime Pouliot Jan VanderHout, Beverly Greenhouses Ltd. Jason Webster, MWM Farms Ltd.</p>
3:30 p.m. – 4:00 p.m.	<p>Tuesday Wrap-Up & Networking Session: Reflections & Questions from Day 1</p> <p><i>How did your Day 1 meetings go? Was your experience what you expected? Do you have burning questions for the Fall Harvest team? This wrap-up and networking session is your chance to share your experiences with other participants and have your questions answered ahead of Day 2.</i></p>



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Wednesday, November 4th

9:00 a.m. – 5:00 p.m.	Virtual Meetings with Parliamentarians and officials (<i>as scheduled</i>)
12:30 p.m. – 1:30 p.m.	<p>Educational Panel for Parliamentarians: The Produce Supply Chain in Your Neighbourhood</p> <p><i>This panel offers an opportunity for participants to learn about how the fresh produce supply chain is integrated in communities across the country – from the farm gate to the dinner plate. You'll get to see how produce makes its way from the field, orchard or greenhouse to grocery stores in bustling urban centres. The produce supply chain is a lot closer to home than you think!</i></p> <p>*Industry participation welcome – registration required*</p> <p>Moderator: Mario Masellis, M.L. Catania Co. Ltd.</p> <p>Speakers: Jim DiMenna, Red Sun Farms Ray Keenan, Rollo Bay Holdings Ltd. Guy Milette, Courchesne Larose Ltée Oleen Smethurst, Costco Canada</p>

Thursday, November 5th

9:00 a.m. – 5:00 p.m.	Virtual Meetings with Parliamentarians and officials (<i>as scheduled</i>)
3:30 p.m. – 4:00 p.m.	<p>Closing Remarks & Industry Participant Networking Session: Reflections from the Event</p> <p><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 we'll hear from participants about their experiences of Fall Harvest 2020.</i></p>