



# **AFPA FOOD FORUM: FOOD SAFETY & MARKETING CONFERENCE**

**April 17 & 30, 2024**

**Wednesday, April 17th , Royal Hotel, Calgary**  
**Tuesday, April 30th , Expo Centre, Edmonton**

**Featuring expert speakers from across the industry  
and a special keynote address by Ben Graham,  
Global President, Ad Farm**

---

**\$75 MEMBER / \$125 NON-MEMBER**

**8:30 AM - 5:00PM**

**REGISTRATION INCLUDES FULL ACCESS TO ONE DAY  
IN CALGARY OR EDMONTON, A BUFFET BREAKFAST,  
AND A MADE IN ALBERTA LUNCH.**



**Register Today! [https://afpa.com/industry\\_events](https://afpa.com/industry_events)**

# REGISTRATION FORM



## AFPA Food Forum: Food Safety & Marketing Conference

Wednesday, April 17, Royal Hotel, Calgary / Tuesday, April 30, Edmonton Expo Centre, Edmonton

**PLEASE SEND COMPLETED REGISTRATION ALONG WITH PAYMENT TO: [INFO@AFPA.COM](mailto:INFO@AFPA.COM)**

**\$75 per person (AFPA Member) / \$125 (Non-Member)**

Includes FULL DAY speakers, keynote, continental breakfast buffet, Made in Alberta lunch, and refreshments.

PLEASE INDICATE:  **CALGARY**  
**April 17**  
**Royal Hotel, Calgary**

**EDMONTON**  
**April 30**  
**Edmonton Expo Centre**

Contact [Melody@afpa.com](mailto:Melody@afpa.com) for 1/2 day pricing.

Company Name

Attendee Name

Attendee Email

Attendee Name

Attendee Email

Attendee Name

Attendee Email

Attendee Name

Attendee Email

Dietary Restrictions?

Please let us know.  
Email: [info@afpa.com](mailto:info@afpa.com)

**Yes, Please Sign Me Up for a Table Top Display!**

**\$ 250 / Table. Available to AFPA Members only.**  
**Includes 2 complimentary Registrations!**  
**Don't wait to book your table. Space is limited!**

CHECK THE BOX:

**INVOICE REQUIRED**  
(members only)

**CHEQUE PAYABLE TO:**  
Alberta Food Processors Association

Credit Card #

Cardholder's Name

CVV CODE

Expiry

I authorize AFPA to charge my credit card for those purchases as indicated and intend such signature to bind me the same as if I had personally signed. I will not charge back and waive any and all rights to charge back, cancel or dispute the charges. I agree to pay such purchases and will not hold AFPA responsible for any actions pursuant to this credit card authorization form.

Cardholder's Signature

E Transfer to: [accounting@afpa.com](mailto:accounting@afpa.com)

# AFPA Food Forum: Food Safety & Marketing Conference

April 17 (Calgary) & April 30 (Edmonton)

## Speakers and Program Guide

8:30 - 9:15 am - Registration & Breakfast

9:15 - 9:30 am - Opening Remarks

9:30 - 10:15 am



**Bruce Marshall, Nutrilical**

Retail Food Law: What You Should Know

Covering many aspects of retail food law, including what's required, what has changed, and what's around the corner.

10:15 - 11:00 am



**Jill Binder,  
Food Safety Solutions**



**Tanguy Etoga, Normex**



**Danni Kneeland,  
Food Safety Solutions**

### Food Safety Roadmap

Jill and Danni will walk you through the steps you need to take to ensure food safety compliance at every stage of growth. This presentation will also focus on Integrating Advanced Traceability Systems, Digital Transformation in Quality Management, and AI & Machine Learning in Hazard Analysis - all through the use of Food Safety Software.

11:15 am - 12:00 pm



## Mohit McLaren, SGS

Food Safety Certification and Testing

A look at food safety from a certification and testing perspective from the world's leading testing, inspection, and certification company.

12:00 - 1:00pm

## Lunch

Join us for a special Made in Alberta lunch featuring local food and beverage selections from around the province.

Tour our exhibitor tables to learn about the latest technologies and programs hitting the industry. Meet with fellow members and make connections.



1:00 - 2:00 pm



## Keynote Speaker

Ben Graham, Global President



AdFarm blends real-life experience, deep insights and creative storytelling to create the perfect input to grow your ag business. Navigating trends, understanding different business structures and knowing how to communicate is vital to effective agrimarketing.

With a focus on producers, Ben Graham, Global President of Ad Farm, will deliver his secrets to the 'perfect pitch' and explore strategies to enable go-to-market success, build brand awareness, and stay connected.

**2:15 - 3:00 pm**



**Tricia Ryan,  
The Marketing Chefs**



**Christine Couvelier,  
Culinary Concierge**

### **Using AI for Crafting Your Culinary Brand: Strategies for Targeting, Positioning, and Value Proposition**

In this session, we will delve into essential strategies for food entrepreneurs to refine their brand identity, understand their target audience, and effectively communicate their unique value proposition. Through interactive exercises, a little experiment using AI and practical insights, attendees will gain clarity on their positioning in the market, define their key features and benefits, and develop a deeper understanding of their customers' needs and preferences. Whether you're launching a new product or revitalizing an existing brand, this session will equip you with the tools and techniques to stand out in the competitive food industry landscape.

**3:00 - 3:45pm**



**Mike Nunn, TLC Solutions**

### **Cybersecurity- Protection for Modern Business Ecosystems**

In an era where technology dances hand in hand with innovation and day-to-day business operations, cybersecurity stands as the mighty fortress protecting SMBs data, employees, suppliers, and customers. This presentation is not just about safeguarding your business; it's a toe-dip into the realm of cybersecurity, where technology is the unavoidable and necessary strategic part of all businesses. Welcome to technolojoy!

**4:00 - 4:30 pm - Panel Discussion**



**Keynote Speaker**  
**Ben Graham, Global President**  
**Ad Farm**

Over his 20+ years with AdFarm, Ben has worked with a who's-who of Canadian and U.S. agriculture companies, including Nutrien, Alberta Beef Producers, The Canola Council of Canada, Corteva Agriscience, New Holland and many others. No matter how your business is connected to agriculture, you'll always want Ben at your table, in your field or riding shotgun for your brand. Outside of AdFarm, you'll find him coaching and shuttling kids to a continuous stream of sporting events.



**Bruce Marshall, Food Scientist**  
**Nutrilytical**

Bruce Marshall is a Food Scientist and graduate of the University of Saskatchewan. His early career spanned laboratory, R&D, and production technology roles with pharmaceutical and confectionery multinationals. Since 2005, he has been based in Calgary as a consultant to many food processors with a major focus on nutrition labelling and retail food packaging regulations.



**Jill Binder, Director**  
**Food Safety Solutions**

Prior to founding FSS, Jill worked for over 10 years as a Food Safety Specialist in meat, bakery and a variety of other food commodity industries which gave her extensive experience in quality, food safety, program building and employee training.

Jill really enjoys the challenge of helping companies start their food safety programs from scratch and assisting facilities in improving their existing programs. She has a hard work ethic, values clients time, has the ability to see the big picture, and at the same time, knows where the details need to be. Although she doesn't have a creative bone in her body, Jill can "MacGyver up" solutions to challenging situations.



**Danni Kneeland, Director**  
**Food Safety Solutions**

Danni spent 8 years in a variety of food safety roles in the food industry prior to establishing FSS with Jill. Danni has extensive knowledge and hands on experience in all aspects of food safety. She is a natural trainer and is passionate about teaching; in fact, she facilitates all our certified training programs.

Danni strives to ensure effective communication with all clients, especially when coaching food safety professionals to become masters of their jobs, and helping them to build and manage sustainable programs. She is a great project manager, and has lead many companies to successfully attain GFSI certification even when “starting from scratch”.



**Tanguy Etoga, Founder & CEO**  
**Normex**

With two decades of expertise as a food safety consultant, Tanguy Etoga founded NORMEX in 2018, addressing the inefficiencies and complexities of traditional paperwork systems in the food safety sector. His vision was to create a more streamlined, efficient approach, especially beneficial for small and medium-sized enterprises (SMEs).

NORMEX automates and simplifies food safety tasks and operations, incorporating features such as Document Management, Traceability, Suppliers Management, Hazard Analysis, Quality Management, and Health and Safety Management. This innovation has not only improved operational efficiency by 30% but also led to substantial yearly savings for its users that can reach \$25,000.

For food safety professionals and executives, NORMEX is not just a tool but a transformative solution, streamlining processes and ensuring compliance with utmost efficiency.



## **Mohit McLaren, Sales Manager Canada**

**SGS**

Mohit McLaren is a results-oriented industry professional with 15+ years of insightful experience in North American and International markets in the Food, Pharmaceutical, and Industrial sectors. He provides solutions to organizations to mitigate risks in their supply chains, implement better and more efficient processes, address stakeholder concerns and accomplish sustainability goals at all maturity levels.

### **Certifications:**

ISO 9001, FSC, ISO 14001 & OHSAS 18001, 45001, 27001

Medical Pharmaceutical certification Eu-GMP, cGMP, 22716, 21CFR 210/211, ICH Q7, GLP, GCP

Food Safety, GMP, SQF, BRC, HACCP, FSSC 22000, customized 2nd Party audits and Training services

Sustainability, SMETA, ESG Assurance, GHG, CDP, and supply chain risk management



## **Christine Couvelier, Culinary Creator**

**Culinary Concierge**

Christine Couvelier is passionate about food. With over 40 years of experience as an executive chef and culinary trendologist she has become a sought-after consultant in the world of food. Her exceptional ability to predict culinary trends, understand consumer thinking, and translate these concepts into actionable business strategy has made her a global leader in the industry. Christine is a global Voice of sustainability, food waste and circular economy.

Throughout her career Christine has worn many hats and worked with a wide range of businesses ~ creating award-winning private label product development for gourmet & grocery stores or large food producers, to inspiring the next generation of culinary professionals at culinary schools & guiding innovative foodpreneurs as well as designing future-focused Centres for Innovation.





**Tricia Ryan, B.A, B.Sc., MBA**  
**The Marketing Chefs**

As a brand champion and trend expert, Tricia Ryan has 30+ years of progressive experience in marketing and communications with a focus on the FCPG food and beverage industry. With a unique blend of creativity and innovation, she has the ability to uncover opportunities and promote products within restrictive legislative guidelines while connecting with niche target audiences.

Tricia has been the Executive Director of GBC FIRST and a lead researcher at Niagara College's Food & Wine Institute where she has assisted over 900+ SMEs moving from concept to commercialization.

By building on her category management and strategic alliance skills, Tricia has delivered inspirational programs that have been modelled by the global partners of the organizations she has worked with.



**Mike Nunn, CEO**  
**TLC Solutions**

Mike Nunn is CEO of TLC Solutions, a leading business technology (BizTech) company focused on helping their clients discover technology and how it can unleash operational efficiencies, competitive advantage, increased security, culture elevation, and profit growth. Whether it's cybersecurity, cloud migrations, day-to-day BizTech support, or building custom software automations for your business and beyond, TLC Solutions delivers technology. In 2022 Mike joined TLC Solutions after spending 20 years in manufacturing where he held key leadership positions in leading manufacturing companies and was an active member in the BC Food & Beverage sector.

His expertise in Lean as a certified blackbelt, culture & KPI (keeping people inspired), and process optimization has enabled him to drive efficiency and productivity improvements on a large scale. Outside of his professional achievements, Mike is committed to creating pathways for giving back to the community and having a positive impact on the environment.

# Book Your Stay

AFPA guests receive a special rate when booking at the Royal Hotel Calgary (2828 23 Street NE).

**Block Name:** Alberta Food Processors Association

**Block Code:** 041624ALB



AFPA guests receive a special rate when booking at the Coast Edmonton Plaza Hotel (10155 105 St, Edmonton).

**Booking Link:**

**<http://coa.st/AlbertaFoodProcessorsAssociationAFPA>**



# AFPA INDUSTRY CONFERENCE

April 17th (Calgary) and April 30th (Edmonton)

## SPONSOR THIS EVENT

### SPEAKER SPONSOR

**\$ 1,500**

Elevate your presence and engage directly with the audience through this comprehensive sponsorship opportunity.

2 conference registrations  
(\$150 value)

1 exhibitor table top  
(\$250 value)

Logo displayed on-screen and on all signage and marketing materials

1 custom social media post

### KEYNOTE SPONSOR

**\$ 3,500**

Maximize your brand impact with this **exclusive** sponsorship opportunity.

4 conference registrations  
(\$300 value)

1 exhibitor table top  
(\$250 value)

Premium logo placement on-screen and on all signage and marketing materials

Opportunity to introduce keynote speaker

30-second commercial played at start of day and before keynote

3 custom social media posts

Digital Ad on AFPA website  
(30 days)

### CONFERENCE SPONSOR

**\$ 650**

Show your support for the industry while taking advantage of great savings and highlighting your company!

2 conference registrations  
(\$150 value)

25% discount on exhibitor table top

Logo displayed on-screen and on all signage and marketing materials

1 custom social media post

CONTACT MEGHAN TODAY!



780-232-2422



[meghan@afpa.com](mailto:meghan@afpa.com)