

# *“Establishing the Collective Voice”*



*CSFA's 61<sup>st</sup>  
Annual Conference  
September 21 – 23, 2017*

*Pillar and Post  
Niagara-on-the-Lake, Ontario*

# *An Invitation to Attend*

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Dear CSFA members and friends, the 61<sup>st</sup> Canadian Snack Food Association Conference will take place at the Pillar and Post in Niagara-on-the-Lake, Ontario from Thursday, September 21<sup>st</sup> to Sunday, September 24<sup>th</sup>, 2017.

As always, the Snack Food Industry is growing and changing rapidly. Our theme, “**Establishing the Collective Voice**”, will remind us that as members of this group, we are represented by expressing our opinions to all the issues affecting our industry.

The 2017 Conference Committee has created an extraordinary program providing ample networking opportunities and industry-related sessions. As in the past, our speakers promise to be informative and educational.

The event will begin on Thursday evening at 7:00 with the Welcome Reception followed by Dinner and a Wine Tasting Session in honour of our host area.

On Friday, we will begin the session with **Carman Allison** from Nielsen who will be speaking on relevant topics affecting our Industry. Following Carman, we will welcome **Joslyn Higginson** from Food and Consumer Products providing insights on the Regulatory Issues affecting Canada. Next, we will review - Potatoes and Ingredients, two major components of the snack industry – **Vanessa Currie** from the Department of Plant Agriculture, University of Guelph will join us to present her Potato Crop Report followed by an Ingredient Report.

After lunch, we will have **Dr. William Yan** from Health Canada and **Kathy Twardek** from CFIA provide an update on the upcoming Regulatory Modernization Initiatives including Food Labelling, Allergens and Inspection.

For the afternoon, if golf is your passion, you can join us at our Annual Golf Tournament - 9-hole game this year. Otherwise you can enjoy a leisurely afternoon in beautiful Niagara-on-the-Lake. In the evening, meet us for dinner and Kate Davis who will speak to stress and the workplace, with humour as the counteracting force.

Saturday morning, we will begin the day with BSA's Flavour presentation followed by **Elizabeth Avery** from SNAC International, **Sebastian Emig** from the European Snacks Association, **Brian Eyink** from Hogan Lovells US LLP and **Scott Kelemen** from the Canadian Snack Food Association who will provide updates on issues – Regulatory and Legal - affecting the snack industry in the United States, Europe and Canada.

Following our speaker sessions we will tour the area, visit Niagara Falls and finish the evening with dinner at the Vineyard Pavillion with our “Dueling Pianos.”

The Committee has secured a preferential room rate at the Pillar and Post of \$329 + applicable taxes and all reservations are to be done directly with the Hotel through their website or by calling (888) 669-5566.

We look forward to having you join us at this event. Should you have any additional questions, do not hesitate to contact any of the Committee Members.

See you in September!

The Conference Committee

# CSFA's 61st Annual Conference

## Preliminary Program

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### THURSDAY, SEPTEMBER 21, 2017

**4:00pm – 6:00pm**  
**Board Meeting**

**7:00pm – 10:00pm**  
**Welcome Reception and Dinner (jeans event)**

*We invite you to join us and once again to connect with your peers over dinner, drinks, and unforgettable moments. So, be sure to dress comfortably and be prepared to stay true to yourself and others and participate in a wonderful evening*

*Cocktails will be served at 7:00 followed by Dinner at 7:30 pm.*

**10:00pm – Midnight**  
**Hospitality Suite – Chicago Suite**

### FRIDAY, SEPTEMBER 22, 2017

**7:30am – 10:00am**  
**Breakfast Buffet in the Cannery**

**8:15 – 8:45am**  
**Associate Member Meeting**

**9:00am – 10:30am**  
**"What's in Store – Trends influencing the Path to Purchase**

**Carman Allison**, VP Consumer Insight, Nielsen

*People are fundamentally shopping differently today than they used to just five years ago. Canadian consumers are taking fewer trips to the store and changing the traditional path to purchase and offering fewer chances for retailers and manufacturers to engage. With the shopper journey shifting, it's time to find new ways to connect with consumers - whether it's pre, during or post-sale.*

*To win, it's important to not only understand the changes in Canadian's path to purchase, but embrace them.*

**10:30am – 11:15am**  
**Challenges and Opportunities for Food Manufacturers**

**Joslyn Higginson**, Senior Vice President, Public & Regulatory Affairs, Food & Consumer Products of Canada

*Ms. Higginson will discuss the Scientific & Regulatory, Trade and Environmental issues affecting the Canadian Market.*

**11:15am – 12:15pm**  
**Highlights of the Potato Research Program at the University of Guelph and Ingredient Report**  
**Vanessa Currie**, Research Technician, Department of Plant Agriculture, University of Guelph

*The potato research program at the University of Guelph has a long history of variety development and collaboration with the local industry. This presentation highlights the current activities and the strategies that researchers use to create better potatoes for all.*

**12:15pm – 12:45pm**  
**Lunch for Meeting Attendees**

## FRIDAY, SEPTEMBER 22, 2017 (continued)

**12:45 – 1:15pm**

### **Health Canada Food Directorate Update**

**Dr. William Yan**, Director, Bureau of Nutritional Sciences, Food Directorate, Health Products and Food Branch, Health Canada

Health Canada launched a multi-year Healthy Eating Strategy in October 2016 in order to improve the food environment in Canada through a new approach to healthy eating. This approach aims to help make the healthier food choice the easier choice for Canadians. Dr. Yan's presentation will provide an update on this initiative under the Healthy Eating Strategy: including elimination of industrial trans fat, Front-of-Package labelling, sodium reduction, restricting marketing of unhealthy foods and beverages to children as well as revision of the Canada Food Guide.

**1:15 – 1:45pm**

### **CFIA Update**

**Kathy Twardek**, Vice President of Policy and Programs (Invited)

**1:45 – 2:30pm**

### **Q&A**

**3:30 – 7:00pm**

### **Optional Golf Tournament – 9 Hole Game at Royal Niagara Golf Club**

Rated highly in both the "Best New Course" and "Most Scenic Course", Royal Niagara is truly a feast for mind, body and soul. The course, with its undulating greens, pristine fairways, cavernous bunkers, and abundant water, plays over 7000 yards from the tips and will challenge and please every level of golfer. It provides some of the best golf and most spectacular scenery Canada has to offer.

**7:30pm – 10:00pm**

### **Dinner with Kate Davis**

Join us for our Golf award night and one full of laughter and enjoyment.

Kate Davis has the unique ability to find humour in any situation and to offer creative solutions to defuse the frustrations in the home and workplace. Kate's generous insight and outspoken character, provides a powerful combination to help with effective tools for managing stress and sustaining motivation. Exploring the positive effects humour has on all aspects of life. From the corporate world to the bedtime story, Kate's insight and vision reveals the healing thread of humour and how it can be utilized throughout our lives.

**10:00pm – Midnight**

### **Hospitality Suite – Chicago Suite**

## SATURDAY, SEPTEMBER 23, 2017

**7:30am – 10:00am**

### **Breakfast Buffet in the Cannery**

**8:15am – 8:45am**

### **Annual General Meeting**

**9:00am – 10:30am**

### **BSA Flavour Presentation**

**10:30am – 10:45am**

### **Stretch Break**

## SATURDAY, SEPTEMBER 23, 2017 (continued)

**10:45 – 12:30pm**

### **Law and Regulation Impact in the United States**

**Brian Eyink**, Senior Associate, Hogan Lovells US LLP

*New regulatory initiatives coming out of the Food and Drug Administration and other regulatory agencies that will impact the snack food industry. Brian will review the initiatives of greatest impact to the snack food industry.*

### **ESA and SNAC International Report**

**Sebastian Emig**, Director General, European Snacks Association; **Elizabeth Avery**, President & Chief Executive Officer, SNAC International

*Attendees will receive an informative update on the snack food industry in the European Union and the United States, discussing the issues, trends and concerns affecting their respective markets.*

**12:30pm – 1:15pm**

**Regulatory and Business Environment Panel** – Join our Panel including Elizabeth Avery, Sebastian Emig, Brian Eyink and Scott Kelemen discussing the trends, common issues and differences affecting each of their countries. This is a discussion that must not be missed.

**1:30 – 2:15pm**

**BBQ Lunch**

**2:30 – 6:30pm**

**Participants to leave for Discovery of Niagara Falls and Niagara-on-the-Lake Wine Region Tour.**

- **Niagara Falls** – Located on the Niagara River which drains Lake Erie into Lake Ontario, the combined falls form the highest flow rate of any waterfall in the world that has a vertical drop of more than 165 feet (50 m). Horseshoe Falls is the most powerful waterfall in North America. (Weather permitting)
- **PondView Estate Winery** – The family first grew vines and produced their own wine, as many Italians did. When Giuseppe Puglisi emigrated to Canada in 1965, he brought with him his passion for grape growing and winemaking. His son Lou has been passed the torch, and now carries on the family tradition. He has embraced this traditional art form and has cultivated some of the finest wines in the Niagara Region. The secret to the success of PondView Estate Winery is the long-held belief of the Puglisi family: Great wine is a harmony of earth and vine.
- **Chocolate FX** – Where their mission is to explore unusual taste combinations, twist the expected norms, and provide an incredible assortment that can delight even the most discriminating palate.
- **Wayne Gretzky Estates** – Experience that celebrates family, history and a passion for wine. The same soils that produce great grapes also grow grains that are used to produce the Wayne Gretzky No 99 'Red Cask' Canadian Whisky. Tour the Distillery or Winery and sample some of their wines and whiskies. Finishing our tour with a cocktail in the Wayne Gretzky Barrel Cellar.

**7:30pm – 8:00pm**

**Cocktail Reception – Wayne Gretzky Barrel Cellar**

**8:15pm – 11:30pm**

**President's Dinner and Experience with the Dueling Pianos at the Vineyard Pavillion (Casual)**

Be sure to bring your list of musical requests, Rock and Roll, classic rock, Top 40's, you name it, they can play it.

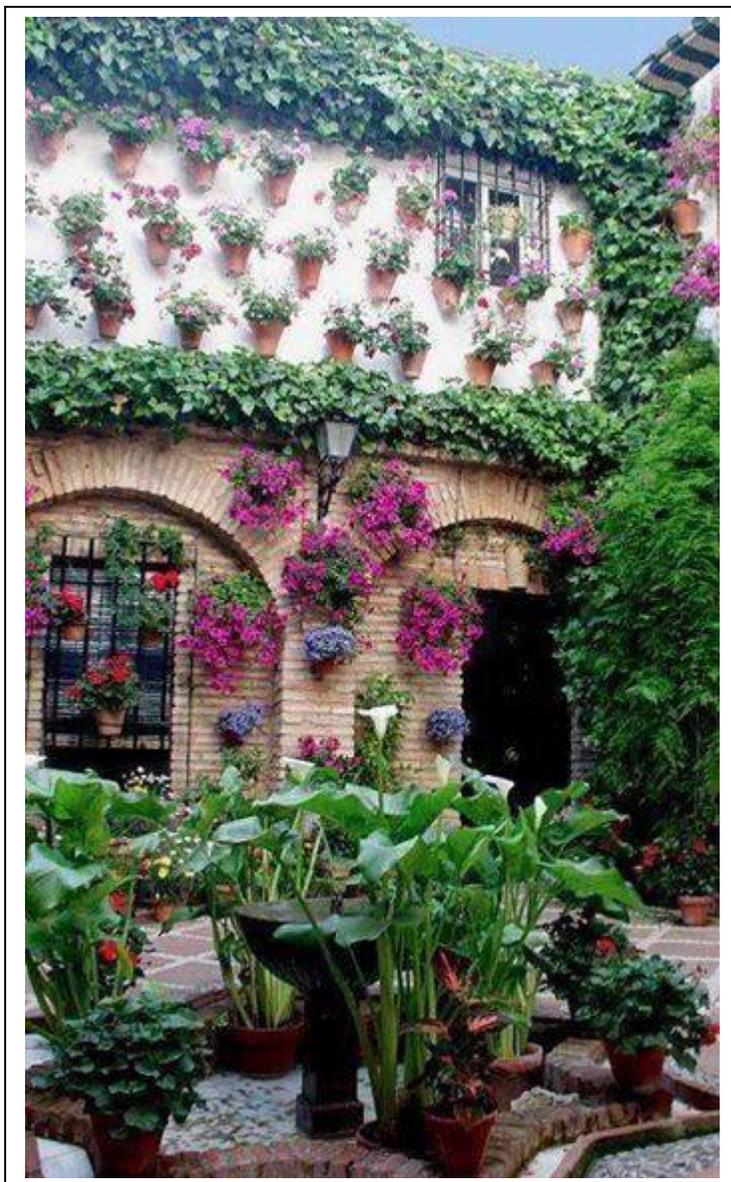
**11:30pm – 1:00am**

**Hospitality Suite – Chicago Suite**

SUNDAY, SEPTEMBER 24, 2017

**7:00am – 10:30am**  
**Breakfast Buffet in the Cannery**

**Check-out by 11:00am**  
**Departure at leisure**



# CSFA's 61st Annual Conference

## General Information

### REGISTRATION

- Complete the enclosed registration form and mail it with your cheque to the CSFA office or forward your credit card information for payment (3.5% additional service charge will apply).
- We encourage you to copy the form and circulate this brochure to other colleagues and industry representatives.

### CANCELLATIONS

- All cancellations must be received in writing and are subject to a \$150 fee.
- Refunds will not be issued after September 2<sup>nd</sup>, 2017 however delegate substitution is permitted.

### HOTEL

- A block of rooms has been reserved for CSFA and can be booked directly with the Hotel. The CSFA Conference Rate is \$329 plus applicable taxes with waived Resort Fee – single or double occupancy.
- Delegates may book by calling the reservations department at (888) 669-5566 and request the “In-House Reservation Line”. Delegates should identify themselves as part of the Canadian Snack Food Association group (Reservation #1854930) to obtain the special group rate (\$329/night with waived resort fee).
- You can book online through the website [www.vintage-hotels.com](http://www.vintage-hotels.com).
  - ❖ On the right, there is a box titled RESERVATIONS
  - ❖ Select **Pillar & Post** from the drop-down box
  - ❖ Enter the check in date (**ie. September 21<sup>st</sup>, 2017**) and number of nights
  - ❖ In the GROUP ID field, enter the group reservation number: **1854930**
  - ❖ Press the book now button
  - ❖ To BOOK, just click on show rooms, choose their room and then enter your personal information.This will secure the special rate of \$329/night with waived resort fee.
- Reservations should be made prior to the hotel cut-off date of **Tuesday, August 22<sup>nd</sup>, 2017**. After this date, any rooms not used will be released for general sale and will be offered on a space availability basis and the applicable rate at the time of booking.
- Check-in: 3:00 p.m.      Check-out: 11:00 am

### ATTIRE

- During Convention sessions, business casual dress is recommended.
- The Welcome Reception and Dinner on Thursday, September 21<sup>st</sup> at the hotel is a jeans event. Please note the weather for there will be some outdoor activities that evening.
- Appropriate casual wear with comfortable walking shoes recommended for the Niagara Falls, Winery Tour on Saturday September 23<sup>rd</sup>.
- The Tour and Dinner on Saturday September 23<sup>rd</sup> is a casual/jeans event.

### INFORMATION LINKS

For more information on hotel, transportation, golf and what the Pillar and Post and Niagara-on-the-Lake, Ontario has to offer, visit the following websites:

- Pillar and Post Hotel [www.vintage-hotels.com/pillarandpost/](http://www.vintage-hotels.com/pillarandpost/)
- Niagara-on-the-Lake [www.niagaraonthe.lake.com](http://www.niagaraonthe.lake.com)
- Niagara Falls Tourism [www.niagarafallstourism.com/abot/niagara-on-the-lake/](http://www.niagarafallstourism.com/abot/niagara-on-the-lake/)



## 2017 Conference Committee Members

**Jim Best**, JG Packaging  
**Kent Hawkins**, W.T. Hawkins Inc.  
**Scott Kelemen**, Old Dutch Foods Ltd.  
**Tony McGarvey**, W.T. Hawkins Inc.  
**Joe Tewfik**, BSA Food Ingredients Inc.



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