

Packaging that Makes Food Products Sell Conference Agenda

Day 1 - October 7, 2015

8:00 Registration & Continental Breakfast

8:45 Welcome from Planning Committee Co-chairs

Session Chair: Dr. Martin Scanlon

9:00 – 9:45 Building a World-Class Brand Through Quality Packaging

- Mike Fata, CEO and Co-founder, Manitoba Harvest Hemp Foods

9:45 – 10:15 Branding Your Passion: It's More Than a Logo

- Jennifer Strath, Strath & Co., currently Buy Manitoba Program Manager

10:15 -10:30 Nutrition Break

10:30 – 11:30 Canadian Food Labelling: Is Your Food Label Compliant?

- Alana Henuset, Information Officer, Food Development Centre

11:30 – 12:00 Sticky Business: Understanding the Label Selection Process

- Doug Pascoe, Account Manager, Labels Unlimited

12:00-12:45 What's Your Packaging Budget?

- Jeff Fidyk, Business Development Specialist, Manitoba Agriculture, Food and Rural Development (MAFRD)

12:45 – 1:15 Buffet lunch & Networking

1:30 Depart for Labels Unlimited

2:00 Tour at Labels Unlimited

3:00 Depart for Graphic Packaging

3:10 Tour at Graphic Packaging

4:15 Networking Reception at Graphic Packaging

5:30 pm Depart for Richardson Centre for Functional Foods and Nutraceuticals (RCFFN) (tentative arrival 6pm at RCFFN)

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Day 2 - October 8, 2015

8:00 Continental Breakfast

8:20 Welcome from Planning Committee Co-chairs

Session Chair: TBD

8:30 Packaging Promoting Food Product Sales

- Brian Hodges, Winpak

9:15 – 10:00 Innovations in Packaging Materials

- Dr. Martin Scanlon, C&G, PhD
Associate Dean (Research), Faculty of Agricultural & Food Sciences; Chair, National Centre for Livestock and the Environment, University of Manitoba

10:00 – 10:15 Nutrition Break

10:15 – 10:45 Considerations When Selecting Corrugate and Board

- Kathy Daley, Sales Manager, Mid West Packaging

10:45-11:30 Packaging Strategies for Fresh and Processed Foods

- Dan Siegel, Research Scientist, Bemis North America

11:30-12:00 When Are You Ready for Automated Packaging?

- Chris Heming MD Packaging / BlueWater Automation

12:00-12:30 Set up of one-on-one sessions – schedule will be posted onscreen

12:30-1:30 Buffet lunch and Industry Expert Sessions

1:00 Tour of Richardson Centre for Functional Foods and Nutraceuticals - participants will be able to sign up for the tour on Day 1 of Registration

1:30- 5:00 Industry Tours:

Two buses will depart for Winpak and Old Dutch at 1:30. To accommodate 40 participants, tours have been scheduled concurrently throughout the afternoon. You will be assigned to a Bus if you have signed up to participate in the tours.

Bus #1 – starts at Winpak		Bus #2 – starts at Old Dutch	
1:30	Depart for Winpak	1:30	Bus departs for Old Dutch
2:00	Arrive at Winpak	2:10	Arrive at Old Dutch
3:00	Depart Winpak for Old Dutch	3:10	Depart Old Dutch for Winpak
3:20	Arrive at Old Dutch	3:30	Arrive at Winpak
4:30	Bus Departs from Old Dutch for RCFFN	4:30	Bus Departs from Winpak for RCFFN
5:00	Arrives at RCFFN	5:00	Arrives at RCFFN