

Ontario Processing Vegetable Industry Conference

PROGRAMME

TUESDAY, JANUARY 24th, 2012

8:00 am **REGISTRATION - Hilton Hotel**

~ MORNING SESSION ~

9:30 am **Breakout Sessions - Grower and Processor Discussion Groups and
Recommendations for Research**
- For Presentation Times Refer to Schedule on Last Page.

- (i) Tomatoes - Ballroom West - Hilton Hotel
Session Chair: Phil Richards
- (ii) Green Peas, Green & Wax Beans, Lima Beans, Sweet Corn - Queen
Victoria Room, 3rd floor, Hilton Hotel
Session Chair: Jim Poel
- (iii) Beets, Cabbage, Carrots, Cauliflower, Cucumbers, Peppers, Pumpkin &
Squash - Suite 300, 3rd floor, Hilton Hotel
Session Chair: Marshall Schuyler

11:45 -1:00 pm **BUFFET LUNCHEON - Ballroom East & Centre, Hilton Hotel**

~ AFTERNOON SESSIONS ~

Theatre - Convention Centre

1:15 -1:45 pm **WELCOME AND OPENING COMMENTS - Theatre, Convention Centre**
Session Chair: Steve Lamoure, Sun-Brite Foods Inc.

- **Dave Hoyles**, President, Ontario Fruit & Vegetable Processors Association
- **Phil Richards**, Chairman, Ontario Processing Vegetable Growers

1:45 - 2:45 pm **Keynote Speaker: David Phillips, Senior Climatologist, Environment Canada**
Topic: "What's Up With The Weather"

INDUSTRY VEGETABLE PRODUCTION SESSIONS

- 3:00 - 5:00 pm (i) **TOMATOES - Theatre - Convention Centre**
Session Chair: Karl Evans, Business Unit Manager-Agriculture, Del Monte Canada Inc.
- **Frank Marks, Research Consultant, Ontario Processing Vegetable Growers**
Topic: "Comparing Processing Tomato Production in California and Ontario - Some Observations"
 - **Juan Jose Amezaga, President, Integrated Supply Services, Spain**
Topic: "The Future of EU Tomato Production – Post Direct Subsidies"
 - **Mike Montna, President & CEO, California Tomato Growers Association**
Topic: "California - Outlook for 2012"
- 3:00 - 5:00 pm (ii) **CAULIFLOWER, CUCUMBERS AND PEPPERS - Suite 300, 3rd Floor, Hilton Hotel**
Session Chair: Greg Shoniker, Operations Manager, Strubs Food Corp.
- **Kristen Callow, Weed Management - Horticultural Program Lead, Ontario Ministry of Agriculture, Food and Rural Affairs**
Topic: "Herbicide Resistant Crops Update"
 - **Jim Brandle, Chief Executive Officer, Vineland Research and Innovation Centre**
Topic: "Changing Demographics in Canada and How Horticulture is Feeding that Diversity"
- 3:00 - 5:00 pm (iii) **PEAS, CORN AND BEANS - Queen Victoria Room, 3rd Floor, Hilton Hotel**
Session Chair: Jennifer Thompson, Field Department, Bonduelle Ontario Inc.
- **Karon Cowan, Owner, AgTech GIS**
Topic: "Technology Tools for the Field"
 - **Elaine Roddy, Vegetable Crops Specialist, Ontario Ministry of Agriculture, Food and Rural Affairs**
Topic: "Bugs, Soils, Tillage and More"
- Panel Discussion: U.S. Regional Processing Vegetable Perspectives**
Moderator: Bruce Shackleton
- David Marvel - Harrington, Delaware
 - Bob Helbach - Central Sands, Wisconsin
 - Jim Hoopes - Ulysses, Pennsylvania
 - Dean Ibberson - Southern Minnesota
- 5:30 - 7:30 pm **GALA RECEPTION & INDUSTRY AUCTION - Ballroom, Hilton Hotel**
- Join us for our annual Reception & Industry Auction being held to raise funds to support bursaries for students pursuing a career in any aspect of the Ontario processing vegetable industry. This is a fun filled social event with exciting items to acquire in a silent auction format. DRESS IS CASUAL.*

*** DINNER ON YOUR OWN ***

7:30 - 8:45 am **INDUSTRY BREAKFAST - Ballroom East & Centre, Hilton Hotel**

~ MORNING SESSION ~

Theatre - Convention Centre

Session Chair: *Cathy Lennon, Senior Relationship Manager, Farm Credit Canada*

- 9:00 - 10:00 am > ***Jean-Philippe Gervais, Senior Agriculture Economist, Farm Credit Canada***
Topic: "Economic Outlook of the Canadian Agri-Food Industry"
- 10:15 - 12:00 pm > ***Dr. Gord Surgeoner, President, Ontario Agri-Food Technologies***
Topic: "Seizing New Market Opportunities: Tomatoes to China?"
- > ***Rodger Wasson, Executive Director, Tomato Products Wellness Council***
Topic: "Tomato Makes It...Will Generic Promotion Drive Consumption?"
- > ***John Cranfield, Professor & Graduate Coordinator, Department of Food, Agricultural & Resource Economics, University of Guelph***
Topic: "How Do We Feed the Future? Understanding Drivers of Change in the Global Market for Food"
- > **Closing Comments (Steve Lamoure, Conference Chair)**

12:00 - 1:00 pm **BUFFET LUNCH - Ballroom East & Centre, Hilton Hotel**

~ AFTERNOON SESSIONS ~

Hilton Hotel

1:15 - 4:30 pm **ONTARIO FRUIT & VEGETABLE PROCESSORS ASSOCIATION ANNUAL MEETING**

•• Windsor Club Room, Hilton Hotel

1:15 - 2:15 pm **GROWER BUSINESS SESSION - Ballroom West, Hilton Hotel**

2:15 - 4:30 pm **GROWER SESSIONS - Hilton Hotel**

- (i) Tomatoes - **Ballroom West**
- (ii) Green Peas, Green & Wax Beans, Lima Beans, Sweet Corn - **Queen Victoria, 3rd Floor**
- (iii) Beets, Cabbage, Carrots, Cauliflower, Cucumbers, Peppers, Pumpkin & Squash - **Suite 300, 3rd Floor**

CONFERENCE CONCLUDES AT 5 P.M.

RESEARCH TIME SCHEDULE

TUESDAY, JANUARY 24th, 2012

TOMATOES <u>HILTON HOTEL</u> "BALLROOM WEST"		PEAS/BEANS/CORN/ LIMA BEANS <u>HILTON HOTEL</u> "QUEEN VICTORIA ROOM"		BEETS/CABBAGE/ CARROTS/CAULIFLOWER/ CUCUMBERS/PEPPERS/ PUMPKIN & SQUASH <u>HILTON HOTEL</u> "SUITE 300"	
TRUEMAN (2)	9:45 A.M.	ROBINSON	9:45 A.M.	ZANDSTRA (2)	9:45 A.M.
VAN EERD	10:10 A.M.	ZANDSTRA	10:05 A.M.	GROHS (4)	10:00 A.M.
LOEWEN (2)	10:25 A.M.	TRUEMAN	10:20 A.M.	ROBINSON (2)	10:25 A.M.
ROBINSON/NURSE	10:50 A.M.	VAN EERD	10:35 A.M.	TRUEMAN	10:50 A.M.
		BALLERSTEIN	10:50 A.M.		