

2025 CMC CONFERENCE & AGM **STRONGER TOGETHER**

HOTEL ARTS | CALGARY, ALBERTA | **MAY 29–30, 2025**
CONFERENCE AGENDA | MAY 30, 2025
MEALS AND BREAKS IN SPECTRUM 5 | PRESENTATIONS IN SPECTRUM 3 & 4



Time	Presentation/Panel Topic	Speaker
7:00 – 7:30 am	Registration: Spectrum 4	
7:30 – 8:30 am	Flipping Calgarian Tradition: Stampede Pancake Breakfast	
8:30 – 8:50 am	Opening Ceremonies	Chris White, President and CEO, CMC and CP, Russ Mallard, CMC Chair
8:50 – 9:40 am	At the Crossroads: US Meat Export Federation (USMEF) Insights on Global Pork and Beef Trade, Policy Shifts and Market Outlook	Erin Borrer, Vice President, Economic Analysis, USMEF
9:40 – 9:50 am	Q & A	
9:50 – 10:25 am	Panel Session – Caught in the Crosshairs: Navigating Tariffs, Tensions, and Non-tariff Barriers in Canadian Agri-Food Trade	Moderator: Kim McConnell, Former CEO, AdFarm PANELISTS: Dr. Anton Malkin, Research Fellow, China Institute Ran Carter, Chief Representative, Asia, Export Development Canada Claire Citeau, Vice President, CMC
10:25 – 10:45 am	Coffee Break	
10:45 – 11:10 am	Canada's Protein Industry – It's time to change the narrative. Carpe Diem.	Ian Ross, CEO, GVF Group Grand Valley Fortifiers
11:10 – 11:15 am	Q & A	
11:15 – 11:55 am	Sustainable Livestock, Sustainable Future: Why we need a toolkit of solutions to improve sustainability in Animal Agriculture	Dr. Frank Mitloehner, Professor, UC Davis
11:55 – 12 noon	Q & A	
12:00 – 1:30 pm	Buffet Lunch	
1:30 – 2:00 pm	Panel session Canada Beef and Canada Pork: Driving Marketing, Promotion and Market Access for the Canadian Meat Industry	Moderator: Chris White, President and CEO, CMC and CP PANELISTS: Annie Tremblay, Director, Market Access, Canada Pork Ron Glaser, Vice President, Corporate Affairs, Canada Beef
2:00 – 2:10 pm	Q & A	
2:10 – 2:40 pm	Panel Session The Retail Approach: Overcoming Tariffs and Trade Barriers in the Meat Sector	Moderator: Randy Belcot, Vice President, Sales, Reiser Canada PANELISTS: Ernest Campbell, AGMM, Meat Buying and Operations, Costco Canada Rob Mikulec, National Merchandising Manager, Sobeys Inc. Ron Avery, Managing Director, Calgary Co-op
2:40 – 2:50 pm	Q & A	
2:50 – 3:15 pm	Coffee Break	
3:15 – 3:45 pm	Canada–U.S. Relations and Market Diversification	Hon. Gary G. Mar, KC President, Canada West Foundation
3:45 – 4:15 pm	Dollars in Your Data: Unlocking Real-World Value with AI Today	Cameron Bergen, CEO of Mode40
4:15 – 4:20 pm	Q & A	
4:20 – 4:30 pm	Food Bank Calgary Presentation	Jeremy Garton, COO Food Bank Calgary
4:30 – 4:50 pm	CMC Chair Award	Russ Mallard
4:50 – 5:00 pm	Toast “Stronger Together” and Closing Ceremonies	Russ Mallard, Guy Baudry CMC Chair