

# 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&5 Foyer	
7:30 – 8:30 am	Flipping Calgarian Tradition: Stampede Pancake Breakfast	
8:30 – 8:40 am	Opening Ceremonies	Russ Mallard, CMC Chair Guy Baudry, CMC Vice-Chair
8:40 – 9:30 am	At the Crossroads: US Meat Export Federation (USMEF) Insights on Global Pork Trade, Policy Shifts and Market Outlook	Erin Borrer, Vice President, Economic Analysis, USMEF
9:30 – 9:40 am	Q & A	
9:40 – 10:15 am	Panel Session – Caught in the Crosshairs: Navigating Tariffs, Tensions, and Non-tariff Barriers in Canadian Agri-Food Trade	Moderator Claire Citeau, Vice President, CMC PANELISTS: Dr. Anton Malkin, Research Fellow, China Institute Ran Carter, Chief Representative, Asia, Export Development Canada
10:15 – 10:25 am	Q & A	
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, CMC 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 Co. PANELISTS : Anthony Digiacomio, Loblaws Rob Mikulec, Sobey’s National Merchandising Director, Meat Ron Avery, Calgary Co-op’s Managing Director, Petroleum, Foods, Operations & Merchandising
2:40 – 2:50 pm	Q & A	
2:50 – 3:15 pm	Coffee Break	
3:15 – 3:45 pm		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 Bergeron, CEO of Mode40
4:15 – 4:20 pm	Q&A	
4:20 – 4:40 pm	CMC Chair Award	Russ Mallard, Guy Baudry
4:40 – 5:00 pm	Toast “Stronger Together” and Closing Ceremonies	Russ Mallard, Guy Baudry