

2026 CMC CONFERENCE & AGM

Navigating Challenges, Shaping Opportunities



Conference Agenda | May 26, 2026

Marriott Hotel | Victoria Ballroom | Ottawa, Ontario

Time	Presentation / Panel Topic	Speaker
8:00 – 9:00 am	Breakfast & Registration	
9:00 – 9:10 am	Opening Ceremonies	Russ Mallard, CMC Chair
9:10 – 9:20 am	CMC President Updates	Kyle Larkin, CMC President & CEO
9:20 – 10:10 am	The most effective ways to communicate with today's meat consumer—key purchase decision drivers.	Anne-Marie Roerink, President of 210 Analytics, LLC
10:10 – 10:20 am	Q & A	
10:20 – 10:50 am	Coffee Break	
10:50 – 11:40 am	Panel discussion The State of Canadian Politics: An Insider Conversation.	MODERATOR: Kyle Larkin, CMC President & CEO PANELISTS: The Honourable Tony Clement, former Minister of Health, Minister of Industry Francis Drouin, former Parliamentary Secretary for Agriculture and Agri-Food Matthew Dube, former Caucus Chair of the New Democratic Party
11:40 – 11:50 am	Q & A	
11:50 – 12:50 pm	Buffet Lunch	
12:50 – 1:30 pm	The Future of Food: How Artificial Intelligence is Transforming the Industry.	Dr. Rozita Dara, Professor and Co-Director of AI4Food
1:30 – 1:40 pm	Q & A	
1:40 – 2:20 pm	Panel discussion Navigating Challenges, Shaping Opportunities – Trade and Market Access.	MODERATOR: Jorge Correa, CMC Vice President, Market Access and Technical Affairs PANELISTS: Jacqueline Márquez Rojano, Founder & President of Foreign Investment and Trade Mexico – Canada (FIT-MC) Tyler McCann, Managing Director, Canadian Agri-Food Policy Institute Mark FeDuke, Director Risk Management & Regulatory Affairs, Aliments VLM Foods
2:20 – 2:30 pm	Q & A	
2:30 – 3:00 pm	Coffee Break	
3:00 – 3:30 pm	Beyond the Numbers: The psychology behind better risk decisions.	Karl Schamotta, Chief Market Strategist, Corpay
3:30 – 3:40 pm	Q&A	
3:40 – 4:00 pm	Solutions for meat processors.	Bill Rimmer, CEO, CutLogix
4:00 – 4:50 pm	GLP-1 and Eating Habits and Trends Toward Meat Consumption.	Jenny Thompson, Vice President, Market Strategy & Understanding IPSOS
4:50 – 5:00 pm	Q&A	
5:00 – 5:05 pm	Closing ceremonies	Russ Mallard, CMC Chair
5:00 – 5:30 pm	Break	
5:30 – 8:00 pm	Reception (Meat & Greet)	Summit Salon – 29th floor