

**EATERS**™  
UNDER INFLUENCE

**April 21<sup>st</sup> Innovation: Encouraging It, Maintaining It, Managing It**

- 10:40am A world of innovations: Profile of the International and North American trends.  
**Xavier Terlet**, President, **XTC World Innovation**
- 11:30am Addressable minds™: can you get to know your consumer more than they know themselves?  
**Howard Moskowitz, Ph. D.**, President, **Moskowitz Jacobs Inc.**
- 13:35pm Integrating Pleasure and Health Innovation based on Consumers' Decision-Making Process  
**Jordan Lebel, Ph. D.**, Associate Professor, John Molson School of Business, **Concordia University**
- 14:25pm Product Recall: How to Ensure Consumer Trust and Safeguard Brand Integrity  
**Tim White**, Director, Product Development, **GS1 Canada**
- 15:15pm Turning Consumers into Buyers: How to Optimize your In-Store Strategies  
**Stéphane Drouin**, President, **SVM inc.**
- 16:05pm Had I Known the Lobster cost \$300.00, I would've kept it as a pet.  
**Peter Morentzos**, Founder, **Restaurants Morentzos Group**

**April 22<sup>nd</sup> Sustainable Engagement: Taking Corporate Social Responsibility to the Next Level**

- 10:35am A Climate of Change : The Agrifood Industry in environmentally challenging times.  
**Karel Mayrand**, General Manager, **David Suzuki Foundation Québec**
- 11:20 am Thinking outside the bottle: what can be done to insure exceptional quality products while minimizing environmental footprint.  
**Sean Surkis**, Vice-President Sales and Marketing, **Naya Waters**
- 13:50 pm The Impact of the Carbon Market on the Food Industry  
**Andrea Roy**, Associate and director of business development, **OCO Technologies**
- 14:40 pm A Sustainable New Vision for Institutional Food Service  
**Mathieu Laperle**, Director, and **Oliver De Volpi**, Executive chef, **McGill Food and Hospitality Services**



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**April 22<sup>nd</sup> (ctd...)**

- 15:30 am Changes that Matter: Building a new ethic for the Food Industry  
**Tia Loftsgard**, Business Development Director, **Transfair Canada**
- 16:20pm Considering Food, People, and the Environment for real sustainable development strategies  
**Jérôme Bonduelle**, Executive Vice-President, **Bonduelle North America**

**April 23<sup>rd</sup> Improving Your Food Products: Learn to Take the Initiative**

- 10:35 am Marketing and Regulation: Bridging the Two Worlds  
**Véronique Jeannotte**, Advisor, Labelling Rules and Regulation, **Agri-Food Export Group**
- 11:20 am Food Packaging: **A Friend to the Environment and Intelligent Partner**  
**Islem Yeza, Ph. D.**, Sustainable packaging and biomaterials consultant
- 12:45pm Updates of the Working Group on Dietary Sodium Reduction  
**Hasan Hutchinson, Ph. D.**, Director General, Office of Nutrition Policy and Promotion, **Health Canada**
- 13:30 pm Inspiring Change: Campbell Sodium Reduction Program  
**Andrea Dunn**, Nutrition Strategy Manager, **Campbell Company of Canada**
- 14:15 pm Playing a Role in Creating a Healthier Canada: Providing Balanced Meals in Workplaces and Schools  
**Donna Bottrell**, Director of nutrition, **Compass Group Canada**

