



## VIRTUAL CONFERENCE AGENDA

### Day #2

<b>Approx. Timing</b>	<b>WEDNESDAY, NOVEMBER 17</b>
<b>1:00 pm</b>	<b>Welcome!</b> Tony Chapman
<b>1:10</b>	<b>Seize the Data Panel II</b> <ul style="list-style-type: none"> <li>• Robert Carter, President, CAC (Moderator)</li> <li>• Vanessa Toperczer, Senior Vice-President, IMI International</li> <li>• Matthew Barry, Beverages Consultant, Euromonitor International</li> </ul>
<b>1:55</b>	<b>Refilling Our Cup</b> <ul style="list-style-type: none"> <li>• Sylvain Charlebois, The Food Professor</li> </ul>
<b>2:40</b>	<b>COFFEE BREAK</b>
<b>2:45</b>	<b>The Business of Digital Panel</b> <ul style="list-style-type: none"> <li>• Robert Carter, President, CAC (Moderator)</li> <li>• Stewart Reynolds - Brittlestar</li> <li>• Howard Migdal, COO, Skip the Dishes</li> <li>• Brian Deck, CEO, Smooth Commerce</li> </ul>
<b>3:05</b>	<b>A Serious Chat with Laughing Man Coffee</b> <ul style="list-style-type: none"> <li>• David Steingard, CEO</li> </ul>
<b>3:25</b>	<b>Navigating the Regulatory Landscape in Canada Panel</b> <ul style="list-style-type: none"> <li>• Catherine O'Brien, Senior Vice President, Corporate Affairs, Nestlé Canada Inc (Moderator)</li> <li>• Shabnam Weber, President, Tea &amp; Herbal Association of Canada (THAC)</li> <li>• Michael Graydon, CEO, Food Health &amp; Consumer Products of Canada (FHCP)</li> <li>• Karen McIntyre, Director General, Health Canada</li> </ul>
<b>3:55</b>	<b>Building Diversity in Coffee Panel</b> <ul style="list-style-type: none"> <li>• Cheryl Hung, Communications Secretary, The Coffee Coalition for Racial Equity (Moderator)</li> <li>• Muna Mohammed, Founder/CEO, Eight50 Coffee</li> <li>• Melanie Leeson, Green Buyer, Canadian Roasting Society</li> <li>• Mark Marsolais-Nahwegahbow, Owner, Birch Bark Coffee</li> </ul>
<b>4:15</b>	<b>Closing Keynote: Global Sustainability</b> <ul style="list-style-type: none"> <li>• Nyagoy Nyong'o, Global CEO, FairTrade International</li> </ul>
<b>4:45</b>	<b>Wrap up &amp; Thank You</b>