

# CHFA CONNECT SCHEDULE-AT-A-GLANCE

## SEPTEMBER 14

**Johnny Cupcakes**



SPONSORED BY:



**12:15 - 1:00 PM ET**

**KEYNOTE: BUILDING BRAND LOYALTY & MEMORABLE EXPERIENCES**

Johnny Cupcakes

CEO, Award-Winning Entrepreneur & Brand Hysteria Expert

**11:00- 11:45 AM ET**

**THE BIG SHAKEUP: WHAT'S NEXT FOR HEALTH, WELLNESS & VMS IN A POST-COVID WORLD**

PRESENTED BY: JAMIESON wellness inc.

11:45 AM - 12:15 PM ET



**Are Plant Proteins Still Popular?**

Dr. Sylvain Charlebois, Senior Director of Agri-food Analytics Lab at Dalhousie University

SPONSORED BY: PRANA ORGANIC-BIO

**Feel different: feel LeGrand**

Tatiana Bossy, Co-founder, LeGrand

PRESENTED BY: LE GRAND

1:00 - 1:30 PM ET



**Social Media and the Food Industry, Why Is It Important?**

Sonia Zarbatany, Speaker, Life & Performance Coach

**Promoting a Sustainable Future - The Challenge of Sustainable Diets**

Evan Fraser, Ph.D., Director of Arrell Food Institute & Professor of Geography at University of Guelph

SPONSORED BY: zoglo's

1:15 - 1:45 PM ET

**Julie & Erin Talk Trends**

Julie Drapeau, VP Sales, Purity Life Health Products  
Erin Macklin, Purity Life Health Products

PRESENTED BY: Purity Life

1:45 - 2:30 PM ET



**Launch Your Online Store**

Dominique Fraser, Consultant

**Unleashing Possibility with A Growth Mindset**

Graham Kaufmann, HORN Sales & Leadership Development

2:00 - 2:30 PM ET

**Moving Forward - Coping with Changes**

Andréanne Martin, Registered Dietitian

PRESENTED BY: Bio-K+

2:45 - 3:15 PM ET

**Canadian Organic Market Report 2021 - Trends and Insights**

Tia Loftsgard, Executive Director, Canada Organic Trade Association

**Empowering Today's Customers to Buy**

Shawn Casemore, Empowerment and Sales Expert, Author

**It's Not All in Your Head - How Gut Health Plays a Role in Mental Wellness**

Caroline Farquhar RHN, EMP, BA, National Training Manager at Renew Life® Canada & NeoCell® Canada

PRESENTED BY: TALLGRASS RenewLife

3:30 - 4:00 PM ET

**How to Speak to Your Customers About Organic**

Dag Falk, Organic Program Manager at Nature's Path Foods

SPONSORED BY: left coast ORGANICS

**Choose Natural - The Story of Our Customer**

Ryan Benn, President, Alive Publishing Group

PRESENTED BY: alive

4:00 PM ET - 4:45 PM ET

**Team Work. Dream Work: The Power of Partnership in Building a Business with Lasting Impact**

Patrick Higgins, Jon Cohn & Suzie Yorke

4:15 - 4:45 PM ET

**How to Win New Customers with Bulk!**

Ian Walker, Left Coast Naturals

PRESENTED BY: left coast ORGANICS

**5:00 - 6:00 PM ET**



**CHFA LAUNCH PAD**

Charles Buhagjar, Category Manager, Metro  
Isabelle Chevalier, Star of Dans l'œil du dragon (Dragons' Den)  
Mary Scianna, Editorial Director, Grocery Business Magazine  
Shelley King, CEO, Natural Products Canada

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PROPEL NATURAL BRANDS

8:00 - 9:30 PM ET

**Grow Your Business in China Through Online Sales**

Jason Liu, Shanghai Pharma Health Science Co., Ltd.  
Nicole Lin, Tmall Global & Kaola  
Joey Huo, JD Worldwide

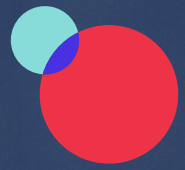
PRESENTED BY: Ontario



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# CHFA CONNECT SCHEDULE-AT-A-GLANCE

## SEPTEMBER 15



SPONSORED BY:



**12:15 - 1:00 PM ET**



**KEYNOTE: MOBILIZE TO INNOVATE — ENGAGE - EMPOWER - ENERGIZE - INNOVATE**  
**THE ART OF MOVING STAFF, SUPPLIERS, CUSTOMERS AND THE COMMUNITY FORWARD TOGETHER!**

Jean David  
 Consultant, Entrepreneur, Former VP Marketing, Cirque du Soleil

11:00 – 11:45 AM ET

**Member Forum**

Aaron Skelton, President & CEO, CHFA  
 Adam Martin, Chair - Board of Directors at CHFA

11:45 AM – 12:15 PM ET

**Marketing Regenerative: What's the Buzz?**

Ananda Fitzsimmons, President of the Board, Regeneration Canada

**What Comes Next? The Megatrends Shaping the Post-Pandemic Economy**

Linda Nazareth, Economist, Futurist & Author



1:00 PM – 1:45 PM ET



**Retailer Panel**

Moderator: Isabèle Chevalier, Star of Dans l'oeil du dragon (Dragon's Den)  
 Panelists: Alexandre Savard, La Boite à Grains  
 Daniel Dubé, Rachele-Béry  
 Rob Brown, Marchés TAU

1:15 – 1:45 PM ET

**Mushroom Q&A - Breaking Down the Top Controversial Topics Around Mushroom Supplements**

Jerry Angelini MS, LRC, LMT, Head of Education at Host Defense Mushrooms



1:15 – 2:00 PM ET

**Regulatory Update for Natural Health Products**



2:00 – 2:45 PM ET



**Leadership with a Growth Mindset**

Joe Little, HORN Sales & Leadership Development

**E-Commerce Opportunities in Japan**

Arnold Ly, Business Development Manager at Rakuten USA  
 Takashi George Tanaka, Regional Sales Manager at Yamato Transport USA, Inc.



2:00 – 2:30 PM ET

**Why Everything You Know About Jamieson Is Wrong. Mean Tweets / Myth Busters**



2:15 – 2:45 PM ET

**Ad Standards Overview of The Code and Clearance Services Check Mark**

Catherine Bate, Chief Legal & Policy Officer, Ad Standards



2:45 – 3:15 PM ET

**Probiotics: Getting it Right!**

Dr. Darcie Pawlick, BSc, ND



3:00 – 3:30 PM ET



**Simple Steps to Optimize Your Merchandising to Attract Customers' Attention**

Julie Drapeau, VP Sales, Purity Life Health Products

**How Canada's Trade Commissioner Service Can Help You Reach International Markets**

June Fontaine, Trade Commissioner at Ontario Regional Office, Global Affairs Canada



3:30 – 4:00 PM ET

**Echinacea: Are Two Strains Better Than One?**

Dr. Briana Lutz ND, RH



3:45 – 4:30 PM ET

**Beyond Food: Organic Certifications for Non-Food Products, Cosmetics & Textiles**

Panelists: Dave Lockman, MBA, P.Ag/agr. CSI, Organic Program Coordinator  
 Darie Lavigne, Ecocert Canada  
 Lori Wyman, Global Organic Textile Standard (GOTS) Representative for North America

4:00 – 4:30 PM ET

**Canadian Seal Oil Omega-3 : Good for you. Good for the Environment.**

Romy Vaugeois, Program Manager at Canadian Seal Products



**4:30 - 5:00 PM ET**

**CHFA INDUSTRY ACHIEVEMENT AWARDS & CLOSING REMARKS**

- TRENDS & INSIGHTS
- BUSINESS & MARKETING
- BRAND SCHOOL
- REGULATORY/ GOVERNMENT
- ORGANIC
- FRENCH

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