



NOVEMBER 19-21, 2024 | REGINA, SK

# CAAR connect

## EMPOWERING AN INDUSTRY

### TUESDAY, NOVEMBER 19

4:00 – 6:00 p.m. Registration

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7:00 – 10:00 p.m. Science of the Six Pack Kick Off Reception

*Kick off the 2024 CAAR Convention learning about Canada's malting barley industry at our interactive Science of the Six-Pack event. Six local breweries will compete for top honours as you sample and vote on your favourite craft brews handpicked from across Saskatchewan. Spend the evening catching up with peers and building connections with ag retailers.*

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### WEDNESDAY, NOVEMBER 20

7:00 a.m. Registration opens

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7:00 – 8:00 a.m. CAAR Connect Breakfast

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8:00 – 8:15 a.m. CAAR AGM

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8:15 – 8:45 a.m. Opening of the 2024 CAAR Convention

Stu Rasmussen, Chair

Myrna Grahn, Executive Director, CAAR

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8:45 – 9:15 a.m. Empowering an Industry: Setting the Stage

Cornie Thiessen, General Manager, ADAMA Canada

*ADAMA Canada's General Manager Cornie Thiessen will set the stage by sharing his insights on how ADAMA Canada is growing, what's impacting their business today and in the future and what this means for agri retailers in Canada.*

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9:15 – 10:30 a.m. The Future of Responsible Agriculture in Canada

Alanna Koch, Chair, Global Institute for Food Security

Catherine King, Vice President, Public Affairs & Member Services, Fertilizer Canada

Leanne Koroscil, Innovation Farms Manager, EMILI

*Innovation, new technologies and evolving requirements and regulations are quickly changing the way we do things in every facet of our lives. What does the future of*

*agriculture in Canada look like? How are sustainability, AI and machine learning impacting the ag retail sector and what can you do to stay ahead of the curve?*

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10:30 – 11:00 a.m. Networking Break

<b>11:00 – 12:00 p.m.</b>	<p><b>Empowering an Industry: The Lay of the Land</b>          Cornie Thiessen, General Manager, ADAMA Canada          Jennifer Wright, Executive Director, Canadian Agricultural Human Resource Council (CAHRC)          Craig Klemmer, Farm Credit Canada (FCC)  <i>What are the issues facing the Canadian agriculture industry? Geopolitics, economics and current affairs here at home and around the globe can have a big impact.. Hear what's making news today and what's on the horizon.</i></p>
<b>12:00 - 1:00 p.m.</b>	Lunch
<b>1:00 – 1:30 p.m.</b>	<p><b>From Empower to Action: Let's get Moving!</b>          Crystal Mackay, Loft32  <i>Get fueled and fired up with our kickstart keynote. Crystal Mackay has inspired agricultural audiences across North America with her unique insights from farms to forks. She will share her perspective on your role and opportunities for the future as agri-retailers.</i></p>
<b>1:30 – 2:30 p.m.</b>	<p><b>Empowering an Industry: Customer &amp; Consumer Insights</b>          Cherilyn Jolly-Nagel, Saskatchewan farmer and ag industry advocate          Clinton Monchuk, Saskatchewan farmer and Executive Director, Farm &amp; Food Care Saskatchewan          Moderator: Crystal Mackay, Founder &amp; CEO, Loft32  <i>What's impacting your bottom line? Hear from two Saskatchewan farmers and agriculture advocates about what customers and consumers are looking for today.</i></p>
<b>2:30 – 3:00 p.m.</b>	Networking Break
<b>3:00 – 3:45 p.m.</b>	<p><b>Resiliency and the Road to Recovery</b>          Chris Beaudry, mental health advocate and former Humboldt Broncos assistant coach  <i>Listen and learn as former Humboldt Broncos assistant coach and mental health advocate Chris Beaudry shares his personal story about resilience and the road to recovery.</i></p>
<b>3:45 – 4:00 p.m.</b>	<p>Closing remarks          Myrna Grahn, Executive Director, CAAR</p>
<b>5:00 – 6:00 p.m.</b>	Cruise & Connect Happy Hour with Exhibitors
<b>6:00 - 10:30 p.m.</b>	<p><b>Gala Banquet</b>          Live Auction          CAAR's Choice Awards          Entertainment: Quick Dick McDick  <i>Enjoy an evening of entertainment and networking. We'll honour some of the industry's best with the annual CAAR Choice Awards and get everyone in on the action at an exciting live auction. Get ready for some laughs from Saskatchewan comedy legend Quick Dick McDick and his homegrown humour.</i></p>

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## THURSDAY, NOVEMBER 21

<b>8:00 – 10:00 a.m.</b>	<p><b>CAAR Ag Retail Forum &amp; Breakfast</b>  <i>Join the CAAR board and staff for a breakfast and facilitated feedback session. We'll start off hearing from Todd Klink, Executive Vice-President, Marketing and Public Affairs, Farm Credit Canada (FCC), who will share the leadership lessons he's learned over the years. Then share your thoughts on the key issues affecting agri-retailers in Canada and what CAAR should be doing to advocate on your behalf.</i></p>
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