



CAAR connect

EMPOWERING AN INDUSTRY

TUESDAY, NOVEMBER 19

4:00 – 6:00 p.m. **Registration**

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.

WEDNESDAY, NOVEMBER 20

7:00 a.m. **Registration opens**

7:00 - 8:00 a.m. **CAAR Connect Breakfast**

8:00 – 8:15 a.m. **CAAR AGM**

8:15 – 8:45 a.m. **Opening of the 2024 CAAR Convention: the New CAAR is here!**

Stu Rasmussen, Chair and Myrna Grahn, Executive Director share the future of CAAR and what that means for you.

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.

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

Moderator: Jordan Cieciva, CAAR

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?

10:30 – 11:00 a.m. **Networking Break**

11:00 – 12:00 p.m. Empowering an Industry: The Lay of the Land
Cornie Thiessen, General Manager, ADAMA Canada
Jennifer Wright, Executive Director, Canadian Agricultural Human Resource Council (CAHRC)
Craig Klemmer, Farm Credit Canada (FCC)
Moderator: Lisa Bishop-Spencer, Executive Director, Canadian Centre for Food Integrity (CCFI)
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.

12:00 - 1:00 p.m. Lunch

1:00 – 1:30 p.m. From Empower to Action: Let's get Moving!
Crystal Mackay, Loft32
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.

1:30 – 2:30 p.m. Empowering an Industry: Customer & Consumer Insights
Clinton Monchuk, Saskatchewan farmer and Executive Director, Farm & Food Care Saskatchewan
Cherilyn Jolly-Nagel, Saskatchewan farmer and ag industry advocate
Bill Prybylski, Saskatchewan farmer and Vice President, Agricultural Producers Association of Saskatchewan (APAS)
Moderator: Crystal Mackay, Founder & CEO, Loft32
What's impacting your bottom line? Hear from two Saskatchewan farmers and agriculture advocates about what customers and consumers are looking for today.

2:30 – 3:00 p.m. Networking Break

3:00 – 3:45 p.m. Resiliency and the Road to Recovery
Chris Beaudry, mental health advocate and former Humboldt Broncos assistant coach
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.

3:45 – 4:00 p.m. Closing remarks
Myrna Grahm, Executive Director, CAAR

5:00 – 6:00 p.m. Cruise & Connect Happy Hour with Exhibitors

6:00 - 10:30 p.m. Gala Banquet
CAAR's Choice Awards
Live Auction
Entertainment: Quick Dick McDick
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.

THURSDAY, NOVEMBER 21

8:00 – 10:00 a.m. CAAR Ag Retail Forum & Breakfast
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.