

# Sunday April 29, 2018

9:30 am – 10:00 am

## From NAFTA to Food & Nutrition Policies: What is Next for Canada's Baking Industry in 2018 and Beyond

Will NAFTA be re-negotiated or thrown away and what will it mean for product exports and equipment/ingredient imports? How will the upcoming labelling regulations impact bakers both large and small? What will the proposed marketing to children prohibition mean for advertising and in-store promotions? These are a few of the questions that will be addressed during this fast paced session presented by BAC's Paul Hetherington and Johanne Trudeau.

10:00 am – 11:00 am

## Baking to Fulfill: Satisfy Your Customers and Yourself

Join prominent pastry chef Anna Olson, as she shares her insights on today's baking business, entrepreneurship, promotions and channeling your drive to succeed. Anna has become one of the country's most recognizable television chefs. Hosting Food Network's "Bake with Anna Olson", "Fresh with Anna Olson", "Sugar" and her latest series, "Inspired with Anna Olson", she has earned a loyal following in over 190 countries. Both the Ontario Hospitality Institute and the Canadian Food & Wine Institute have recognized her for ongoing contributions to the development of Canadian food culture. By way of personal experiences and anecdotes, Anna will reveal that business and personal growth are intertwined suggesting that taking care of your operations requires taking care of yourself.



Presented by: *Celebrity Chef & Baker Anna Olson*

# Monday April 30, 2018

8:45 am – 9:30 am

## Consumers and Bakery Products: Examining Today's Consumer Behaviours and Expectations

The new consumer rules: in-depth insights into today's consumer behaviour and expectation related to baked products. Consumers have become more knowledgeable and articulate about the food choices they make. In order to identify consumer needs, requests and demands, Puratos interviewed almost 11,000 consumers in 25 countries about their choices, attitudes and perceptions related to the baked goods industry. This session will inspire you to further innovate and differentiate your baked offerings in order to exceed the new consumer expectations.



Presented by:  
*Liesbet Vandepoel*  
*Director of Marketing, Puratos Canada*

  
**Puratos**  
*Reliable partners in innovation*





## Monday April 30, 2018 (cont'd)

**9:30 am – 10:15 am**

### **Stop Telling Your Story - Become Part of Mine**

Attention is the oxygen of Leadership, Sales and Marketing. Attention breathes opportunity to inspire, motivate and educate and to engage and persuade the people you need to market and sell your products, and to grow your business. The challenge is that many people, ideas and most content is starving for attention. There is too much and too many chasing a finite amount of time and money. This session will show you how to get heard in the age of noise. The key is to stop telling your story and instead become part of theirs. Learn the secrets of storytelling and the role you can play in bringing about their desired outcomes. Shift the conversation and consideration from what you do, to why it matters to them.



Presented by:

**Tony Chapman**

**Award Winning Marketing, Sales & Communication Expert,  
Media Commentator & Entrepreneur**

**10:15 am – 11:00 am**

### **Dealing with Change – How Three Baking Industry Experts are Managing Today's Challenges**

Join moderator Tony Chapman as he leads this industry panel discussing the complexities and opportunities associated with today's changing consumer demands and business expectations. Hear what some of Canada's unique baking companies are doing to grow in an environment where food is under ever increasing scrutiny by consumers, health groups and governments.

Panelists:

**Brad Bissonnette, VP Marketing and Franchise Recruitment, COBS Bread**

**Tom Mattes, VP Operations, Del's Pastry**

**Connie Morrison, COO, Chudleigh's Limited**

