IMS Marketing and Communications Workshop

International Meat Secretariat

CANADA PORK INTERNATIONAL
CANADA PORC INTERNATIONAL

CANADIAN BEEF

WORKSHOP PROGRAM

TUESDAY 12 MARCH 2019

17:00 Heritage Hotel Tour | Meet in the Lobby

18:00 Cocktails and Dinner in Mt Stephen Hall

21:00 Fire Pit

WEDNESDAY 13 MARCH 2019 | *IVOR PETRAK ROOM*

7:15 BREAKFAST

8:00 OPENING AND WELCOME

- Message from IMS President
- Ron Glaser, Canada Beef & Canada Pork International (CPI) welcome
- Rod Slater, Chair, IMS Marketing Committee

SESSION 1 | LEARNING FROM OUR EXPERIENCES

CHAIR: ROD SLATER

8:15-8:45 Canada, Michelle McAdoo and Joyce Parslow, "Breaking Through "Fake News" (or fallacies) on Social Media"

8:45-9:00 USA, John Johnson, "Dinner at Home in America"

9.00-9:15 Australia, Eunbi Lee, "Isolating the Effects of Industry Marketing vs Other Marketing Factors"

9:15-9:30 N Ireland, Colin Smith, "LMC's Education Services Schools Program, Educating the Consumers of the Future"

9:30-9:45 New Zealand, Ashley Gray, "World Butchers Challenge"

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9:45-10:00 Canada, Kevin Mosser, "Demand Building Programs to Increase Carcass Utilization and Value Optimization"

10:00-10:30 **COFFEE BREAK**

10:30-10:45 England, Susana Morris, "How AHDB is Changing the way it Communicates with the Industry"

10:45-11:00 Australia, Graeme Yardy, "The Secret of Gaining Scale on a Limited Marketing Budget - the Success of Australian Lamb Advertising"

11:00-11:15 Scotland, Carol McClaren, "The Benefits of Partnership Working with the Scottish Society for the Prevention of Cruelty to Animals"

11:15-11:30 Canada, Duane Ellard, "Where do I get my Protein?"

11:30-11:45 Australia, Peter Haydon, "The Relative Power of Different Consumer Touchpoints in Australia"

11:45-12:00 Q & A/Summing Up

12:00-13:00 **LUNCH**

SESSION 2 | LAB GROWN/CELL CULTURED MEAT AND NON-MEAT SUBSTITUTES

CHAIR: MARTIN LAVOIE, CANADA PORK INTERNATIONAL (CPI)

13:00-14:00 USA, Anne Lacey, Antedote Inc., Q & A

14:00-14:15 Canada, Mary Ann Binnie and Joyce Parslow, "How the Meat Industry can Thrive in a World Promoting Plant-Based Diets"

14:15-14:30 New Zealand, Kit Arkwright, "Air New Zealand and the Impossible Burger - What Went Down?"

14:30-15:00 **BREAK**

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15:00-16:00 England, Giles Quick, Kantar Worldpanel Inc., Q & A

16:00-16:15 Australia, Peter Haydon, "The People who are Driving Declines in Meat Production"

16:15-16:30 USA, John Johnson, "Alternative Protein, its Roots and Growth in the USA"

16:30-16h45 England, Chris Lamb, "Non-meat Substitutes, Haven't we Been Here Before? Lessons to be Remembered"

16:45-16:55 Q & A / Summing Up

16:55-17:10 New Zealand, Ashley Gray, "Meat Business Women"

17:00 **END OF DAY SESSIONS**

17:00 **IMS MARKETING COMMITTEE MEETING**

18:30 **DINNER** | Meet in Hotel Reception for Dinner at a restaurant in Banff (at Delegates own cost)

THURSDAY 14 MARCH 2019 | *IVOR PETRAK ROOM*

7:15 BREAKFAST

SESSION 3 | THE FUTURE IS MORE THAN THE DOMESTIC MARKET

CHAIR: RON GLASER, CANADA BEEF

8:00-8:30 Rupert Claxton, GIRA, "Growing Trade Volumes and the Role of Origin"

8:30-8:45 Canada, Michael Young, "Benchmarking to Improve Competitive Position in the Export Marketplace"

8:45-9:00 Belgium, Lieselotte Desimpelaere, "Differentiation after African Swine Fever"

9:00-9:15 England, JP Garnier, "Brexit and the Export Marketing of British Meat"

9:15-9:30 USA, Scott Reynolds, "Global Trends in Meat Consumption"

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9:30-9:45 Brazil, Mariane Crespolini, "Brazilian Beef and Pork Products: Beyond the Domestic Market"

9:45-10:00 USA, Clay Eastwood, "Pork 2040"

10:05-10:15 Q & A / Summing Up

10:15-10:45 **COFFEE BREAK**

SESSION 4 | HOT TOPICS AND HOT POTATOES

CHAIR: CHRIS LAMB

10:45-12:15 Chris Lamb will invite ALL delegates to offer up to 3 "hot topics", current/future issues, from their current experiences in a Round Table format (no presentations) (max 5 minutes per Delegate)

12:15-12:30 **CLOSING DISCUSSION AND REMARKS**

- Ron Glaser, Canada Beef & Canada Pork International (CPI)
- Rod Slater, Chair, IMS Marketing Committee

12:30 **END OF WORKSHOP AND LUNCH**

THE CANADIAN BEEF CENTRE OF EXCELLENCE OPEN HOUSE | Friday, March 15, 2019 | Open House Hours: 9:00AM – 3:00PM | Sign up required

Join us for an Open House tour of the Canadian Beef Centre of Excellence to discover the Canadian Beef advantage, learn the four pillars of the Canadian Beef Brand and explore the role of the CBCE in the Canadian Beef value chain from pasture to plate.

If you wish to attend the Canadian Beef Centre of Excellence Open House Day on Friday, March 15, 2019 please contact Rachel, rpeters@canadabeef.ca.