



Program

Tuesday, April 21st 2015

BEST WESTERN PLUS Hotel

Drummondville

« Understand, dare, take action »

Animator : Isabelle Charron, chairman, Groupe AGÉCO

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| 8 h | Registration |
| 8 h 30 | <p>Chairman's Welcome and Opening Remarks
 Vincent Cloutier, Chief economist, La Coop fédérée, chairman of the comité économie et perspectives agroalimentaires, CRAAQ</p> |
| 8 h 45 | <p>Economic and Financial Outlook 2015-2016
 François Dupuis, Vice-president and Chief Economist - Economic studies, Mouvement Desjardins
 <i>Focused on the economic and financial outlook 2015-2016, the conference discuss factors affecting the agricultural industry, such as changes in interest rates, energy prices, inflation and foreign currencies.</i></p> |
| 9 h 30 | <p>Global food economy outlook
 Vernon Crowder, Senior Vice-president and Analyst at Food & Agribusiness Research and Advisory, Rabobank
 <i>Mr. Crowder will discuss long-term global trends including consumption and production and how the world will still feed itself by 2050. He will also talk about near term trends covering major issues such as milk, grains, and animal protein. He will also touch upon current topics such as the impact of lower oil prices and higher interest rates on ag markets and land values. Le texte ne correspond pas à la version française.</i></p> |
| 10 h 15 | Coffee break |
| 10 h 30 | Announcements |

- 10 h 35** **Agribusiness issues in Africa: marketing, development factors, etc.**
Calestous Juma, Ph.D., professor, Harvard Kennedy School, Cambridge
Africa is home to 50% of the world's available arable land. The continent needs to foster innovation for sustainable agriculture, food security and inclusive growth.
- 11 h 20** **The diversity of French dairy farms and territories facing the end of quotas**
Vincent Chatellier, Agricultural Engineer and Master in Economics, research engineer and director of Laboratoire d'études et de recherches en économie (LERECO) à l'Institut national de la recherche agronomique (INRA)
The transformation of the French dairy sector is part of a political, economic and sociological context undergoing profound change. The abolition of milk quotas in March 2015 is a major change initiated by the new orientations of the Common Agricultural Policy (CAP).
- 12 h 05** **Lunch**
- 13 h 25** **Announcements**
- 13 h 30** **Business testimony : Enterra Feed**
Brad Marchant, B.Sc. Biochemistry, M.Sc., president and founder of Enterra Feed
Enterra Feed operates, in British Columbia, a pilot plant for biological conversion of waste by insects whose larvae are used as feed and farmed fish.
- 14 h 15** **Marketing 101 : adapt or die**
Gaétan Frigon, businessman
Trade is an eternal start-over. According to "The Dragon", those who have the ability to adapt to changeovers not only have an essential quality for business success, but undoubtedly proceed with an head start. M. Frigon has continually challenge himself in all his undertakings. He will explain that change is necessary to survive in the long term.
- 15 h 05** **Look at a changing world**
Louise Fréchette, Chair of the Board of Directors, CARE Canada
The world is changing at lightning speed. The emerging countries occupy an increasingly important role on the world stage while Europe weakens and American leadership is challenged. What should be expected from these changes? What impact will they have on our security and our prospects for economic progress?
- 15 h 55** **Closing remarks**
- 16 h 10** **Cocktail**

