

## CONFERENCE OVERVIEW

The second annual Canadian agriculture policy conference is jointly hosted by the Canadian Agricultural Economics Society and the five ERCA (Enabling Research for Competitive Agriculture) Networks.

Invited speakers will offer insight on how Canadian agriculture's ability to grow forward in a volatile business environment.

Be part of the discussion to answer questions, such as:

- Regulation: Can better processes reduce the drag on innovation?
- For years, government policy was set in a context of low prices. Is there a role for policy in the current context?
- Adaptation in a volatile environment: what can Canada learn from policies adopted in other countries?
- What strategies should we consider to address issues surrounding water in agriculture?
- What do continually changing consumer preferences and attitudes imply for Canadian agriculture?

Plan to attend this conference being held January 11 to 13, 2012 at Chateau Laurier in Ottawa, Ontario.

Visit the conference website to register online today!

## CONTACT INFORMATION

### CONFERENCE WEBSITE

[HTTP://WWW.AG-INNOVATION.USASK.CA/  
2012POLICYCONFERENCE.HTML](http://www.ag-innovation.usask.ca/2012policyconference.html)

### MAILING ADDRESS

CANADIAN AGRICULTURAL ECONOMICS SOCIETY  
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### ORGANIZING COMMITTEE

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PETER BOXALL, LEARN, U OF ALBERTA  
ELLEN GODDARD, CMD, U OF ALBERTA  
RICHARD GRAY, CAIRN, U OF SASKATCHEWAN  
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# GROWING FORWARD IN A VOLATILE ENVIRONMENT

*Second Annual Canadian  
Agriculture Policy Conference*

JANUARY 11-13, 2012

CHATEAU LAURIER  
OTTAWA, ON

VISIT

[http://caes.megram.com/EventO.asp?Event\\_ID=3](http://caes.megram.com/EventO.asp?Event_ID=3)

TO REGISTER ONLINE  
TODAY!

## Wednesday, January 11

7:00-9:00 PM Meet & Greet Reception (Registration)  
Laurier Room

## Thursday, January 12

All sessions in the Ballroom.  
Simultaneous interpretation available.

7:30 AM Continental Breakfast

7:30 AM Registration

8:45-9:00 AM Welcome & Opening Remarks  
Al Mussell, George Morris Centre

### Keynote Address

9:00-10:30 AM Agriculture in Uncertain Times  
Neil Conklin, Farm Foundation

-----Networking Break-----

### Session 1: Adaptability & Regulation

Chair: Richard Gray, University of Saskatchewan

10:30-12 Noon Judging Biotech: How We Adapt to the  
Challenges of Regulating Biotechnological  
Innovation  
Jeremy de Beer, University of Ottawa

Panelists:  
Donald J. Mackenzie, Pioneer Hi-Bred  
Owen McAuley, CAPI

-----Lunch (Adam Room)-----

### Session 2: Agri-Food Volatility and Risk

Chair: Bruno Larue, Université Laval

1:30-3:00 PM Conventional Wisdom and the Impact of  
Market Volatility  
Scott Irwin, University of Illinois

Panelists:  
Stewart Skinner, Stonaleen Farms  
Bertrand Montel, National Bank of  
Canada

-----Networking Break-----

### Session 3: Risk and Volatility in Climate, Water, Land & Energy

Chair: Peter Boxall, University of Alberta

3:30-5:00 PM Farming in a Volatile Climate: an Australian  
Perspective  
Dr. Jammie Penm, ABARES

Where Agriculture Meets Water Security:  
The Challenges for Canada  
Howard Wheeler, University of Sask.

Discussant: Vic Adamowicz, University of  
Alberta

-----Poster Display with Wine & Cheese-----  
(Laurier Room)

## Friday, January 13

8:00 AM Continental Breakfast

### Session 4: Uncertainty in Consumer Demand & Value Chain

Chair: Ellen Goddard, University of Alberta

9:00-10:30 AM Risk-Benefit Perception and  
Communication in the Agro-Food  
Industry  
Wim Verbeke, Ghent University

Panelist(s):  
Ted Bilyea, CAPI  
Andrew Knight, Nova Scotia Department of  
Agriculture

-----Networking Break-----

### Closing Speaker

11:00 AM Regulation and Subsidy Responses to  
Variability in North American Agriculture  
Dan Sumner, UC Davis

12:00 PM Closing Comments  
John Cranfield, University of Guelph

## CONFERENCE HOSTS

CANADIAN AGRICULTURAL  
ECONOMICS SOCIETY

CANADIAN AGRICULTURE TRADE POLICY &  
COMPETITIVENESS RESEARCH NETWORK  
(CATPRN)

CONSUMER & MARKET DEMAND NETWORK  
LINKING THE ENVIRONMENT & AGRICULTURE  
RESEARCH NETWORK (LEARN)

CANADIAN AGRICULTURAL INNOVATION &  
REGULATION NETWORK (CAIRN)

STRUCTURE & PERFORMANCE OF AGRICULTURE  
& AGRI-PRODUCTS INDUSTRIES NETWORK  
(SPAA)

## CONFERENCE HEADQUARTERS



1 RIDEAU STREET  
OTTAWA, ON

TOLL-FREE: 1-866-540-4410

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CONFERENCE IS PROVIDED IN PART BY



Agriculture and  
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Agroalimentaire Canada