

# Farm Fest 2017

November 18th, 2017, 3:30-8:00pm

UFV Chilliwack Campus

Rivers Dining Room



Enjoy dinner and networking, plus special guest presentations. This is a free event but seats are limited. RSVP online today at <https://www.eventbrite.com/e/bcyf-farm-fest-2017-tickets-38363835264>

## BC Economic Forecast & Market Trends in Agriculture

*Scotiabank*

## Agricultural Land Commission

*Kim Grout - ALC CEO*

## Keynote Presentation: Public Trust in Agriculture

This presentation takes a look at the modern operating environment of Canadian retailers and the related pressures they experience resulting in shifts in their marketing choices. Audiences will see recent data on farmers and consumers attitudes around public trust in food with a call to action for all those involved in Agriculture to stand tall and tell their story.

*Marty Seymour - FCC*

Marty Seymour is Director, Industry and Stakeholder Relations at FCC, where he engages with national associations, government officials and industry influencers to explore partnership opportunities that add real value to Canadian agriculture.