

# 2014 Eastern Ontario Local Food Conference

*Niche to Mainstream*

## Four Points by Sheraton, Kingston ON

November 24-25, 2014

### *Schedule*

November 24: 12-5 pm

An afternoon tour will highlight three businesses in the Kingston area who are putting local food on the map.

November 24, 5-7 pm:

Why do we support local food? Because it's delicious! Enjoy a reception featuring some of eastern Ontario's finest offerings. Food and beverage pairings will be featured. Brought to you by Belleville-Quinte West.

### November 25: Full-Day Conference

Time	<i>Session</i>		
8:30 – 9	Registration, refreshments		
9 - 9:15	Welcome to EOLFC 2014!		
9:15-10	<p>Keynote: Steve Beauchesne, CEO of Beau's All Natural Brewing Co. Creating Space in a Crowded Market or How to Relax and Enjoy the Chaos</p> <p><i>Steve Beauchesne will share insights from his eight years as the CEO and co-founder of Beau's All Natural Brewing Co. The talk will focus on the importance of authenticity, quality, uniqueness and remembering to have fun. Using examples from Beau's history, Steve will show how these factors can set your company apart from others and gain a true competitive advantage in a competitive market.</i></p>		
10-10:30	Nutrition Break		
10:30-12	<p>Morning Plenary: Helping Eastern Ontario Go Mainstream Trissia Mellor, Ontario Food Venture Centre, Northumberland County Bruce Vandenberg, Mariposa Dairy, City of Kawartha Lakes Findlay Foods, Kingston</p>		
12 – 1	Local Food Lunch		
Location	Ballroom A/B	Ballroom C	Gibraltar Room
1-2	Ontario's Meat Regulations Made Simple Program Staff, OMAFRA	Getting to Know your Local Food Consumer Jessica Kelly and Kelly Ward, OMAFRA	Institutional Buying of Local Food Hosted by Greenbelt Foundation
2:05-3:05	Getting it on the Shelf! Workshop by FarmBoy	Choosing the Right Point of Sale Technology	Food Hub Exchange: working session

<b>3:05-3:15</b>	Nutrition Break		
<b>3:15-4:15</b>	Craft Beer: A Brewing Industry Evan Elford, Emerging Crop Specialist, OMAFRA	Financing your Small Business	Food Hub Exchange: working session
<b>4:15-4:30</b>	Local Food: Until We Meet Again Steve Beauchesne		
<b>4:30-4:45</b>	Evaluations, Thank Yous, and Safe Trip Home		