



CULTIVATE

What It Means To Be **Green**

Sustainability
Conference and Trade Show

September 7, 2022

RBC Convention Centre

Winnipeg, Manitoba

Be a part of the Green Revolution 2.0

Between consumer expectations around sustainability, extreme weather, regulatory pressures, and the soaring cost of energy; how we grow, process and transport food is undergoing massive change.

As consumers demand better transparency, lower carbon options and companies make net zero commitments, our sector is at a crossroads. The industry needs to adapt, as maintaining the status quo is no longer an option.

In the 1950s, scientists, governments and companies bred new plant varieties and introduced agri-chemicals that launched a green revolution that fed the world's booming populations. Today, a new revolution is needed. One that reduces waste and water usage, preserves biodiversity, and embraces principles of the circular economy. The good news is that the technologies and solutions are already here, and they are good for people, profit, and the planet!

Join us for the inaugural CULTIVATE Sustainability Conference and Trade Show on September 7, 2022, for a day of knowledge sharing and engagement with industry thought leaders and innovators in sustainability, packaging, technology, automation, supply chain logistics, equity, diversity, inclusion, and more.

- Interact with an extensive array of industry investors and innovators at our trade show.
- Network with practitioners and fellow food and beverage processors and make the connections you need to turn your sustainability integrations into your competitive advantage.
- Learn about environmental, social, and governance reporting and how to attract investors.

If your company is forward-thinking and a thought leader in sustainability and reducing environmental impact through technology or cutting edge processes, we want your innovation at CULTIVATE. Does your technology help reduce water footprints, improve efficiency or drive down costs? Join us as either a Sponsor or display your products or services at a trade show booth. CULTIVATE is the place to learn, engage and act upon the incredible opportunities that await within the green economy.

For more information on sponsorships, trade show booths and attendance contact: Karina Shaw, 204-982-6375, KarinaS@foodbeveragemb.ca



www.foodbeveragemb.ca/CULTIVATE

#CultivateMb2022

SPONSORSHIP OPPORTUNITIES

Title/Gold Sponsor | \$10,000

- Opportunity to introduce a keynote speaker
- Opportunity to speak directly to members at event
- Prime presentation space of company banners
- Inclusion of marketing materials at event and/or leading up to event
- Gold sponsor recognition and company logo included in online invitations, paper invites, and webpage registration
- Full page company ad included in Conference Program
- Gold sponsor recognition and company logo included on electronic signage at event
- Promotion and mentions across FABMb social media
- Networking opportunities with fellow sponsors
- Advertising and promotions included in FABMb member newsletter
- Logo included on gift bags to all attendees
- 5 free entrance tickets, 1 exhibitor booth (8x8 ft booth space, draped & skirted 6 ft table)
- Breakfast, lunch, and evening hors d'oeuvres provided
- Delegate contact list - from attendees who have consented to share their info

Silver Sponsor | \$8,000

- Opportunity to introduce a workshop
- Silver sponsor recognition and company logo included in online invitations, paper invites, and webpage registration
- Silver sponsor recognition and company logo included on electronic signage at event
- Half page company ad included in Conference Program
- Company banners to be placed in event space
- Networking opportunities with fellow sponsors
- Promotion and mentions across FABMb social media platforms
- 3 free entrance tickets, 1 exhibitor booth (One 8x8 ft booth space, draped & skirted 6 ft table)
- Breakfast, lunch, and evening hors d'oeuvres provided
- Delegate contact list - from attendees who have consented to share their info

Bronze Sponsor | \$5,000.00 (SOLD)

- Bronze sponsor recognition and company logo included in online invitations, paper invites, and webpage registration
- Bronze sponsor recognition and company logo included on electronic signage at event
- Quarter page company ad included in Conference Program
- Promotion and mentions across FABMb social media platforms
- Networking opportunities with fellow sponsors
- 2 free entrance tickets, 1 exhibitor booth
- Breakfast, lunch, and evening hors d'oeuvres provided
- Delegate contact list - from attendees who have consented to share their info

Breakfast Sponsor | \$3,500.00

Lunch Sponsor | \$3,500.00

FOOD DONATION / SAMPLING

Contact Food & Beverage Manitoba to discuss opportunities. (204) 982-6372

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Exhibitor Information

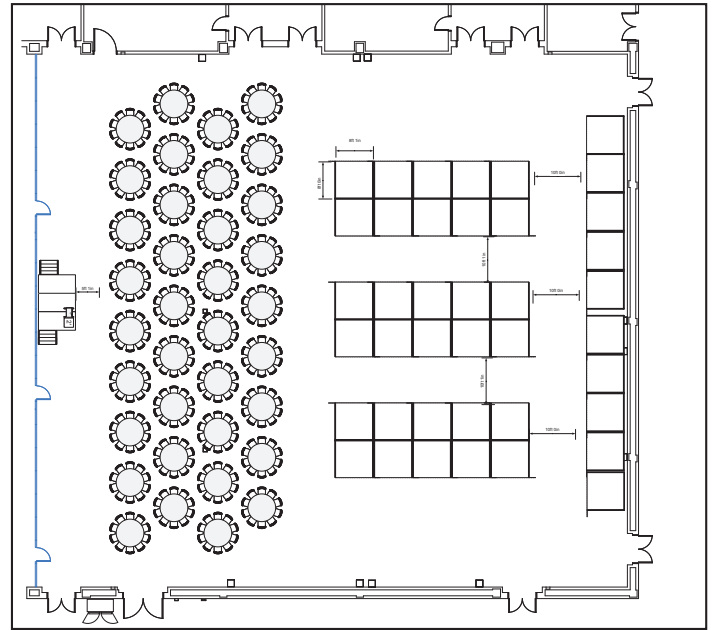
Prices

Regular Package: \$1000

Member Package: \$600

Each exhibitor package includes

- One 8x8 ft booth space, draped & skirted 6 ft table
- Two chairs
- Electrical service
- Wireless internet access
- Two exhibitor badges with Breakfast (x2) + Lunch (x2) & Refreshments. (All meals made with Manitoba-made ingredients)
- Company listing in the Conference Program
- Delegate Contact List – from attendees who have consented to share their info
- Optional participation in the Passport Conference contest



Trade Show map

General Info

Location and Show Hours

RBC Convention Centre, Winnipeg, Manitoba, Canada

September 7, 2022

9 am - 4:30 pm

Move-in and Set-up times

6 - 9 am

Move out & Tear-down times

4:30 - 6:30 pm

Door Prizes

Door prizes and contests are welcome at exhibitor booths. It is the responsibility of exhibitors to notify winners from your booth.

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Speakers for your Green journey

CULTIVATE's keynote speakers are from diverse and wide-ranging aspects of the food and beverage industry, but all share a passion for leading discussions on sustainability and working toward a future that benefits our industry and consumers alike.



Cher Mereweather – Anthesis Provision

Keynote at 9:30 am

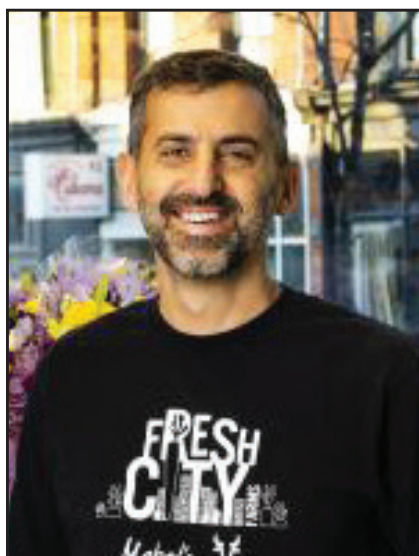
Cher is one of Canada's leaders in food and beverage industry sustainability.

She has dedicated her 20-year career to enabling food and beverage companies to embrace sustainability, purpose and circularity in order to create a more resilient food system, one company at a time.

Before founding Provision Coalition Inc., now Anthesis Provision, Cher's career included time with the Guelph Food Technology Centre (now NSF International) where she established and directed the Sustainability Consulting Business Unit, and executive positions in environmental economics and policy with the Canadian agri-food think tank, the George Morris Centre. Cher holds a Bachelor and Master's degree in Environmental Economics and Policy and is certified in both project and change management. Cher has also been awarded the Canadian Grocer Generation Next award for her leadership, innovation and excellence in sustainability within the food and beverage industry.

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Ran Goel – Fresh City Farms

Keynote at 12:15 pm

In 2011, Ran Goel left a lucrative career as a Wallstreet lawyer and started Fresh City Farms, an urban agriculture experiment in the heart of Toronto.

Based on the idea that people want to know where their food comes from and how it was made, Fresh City Farms connects with consumers around their desire for fresh, local and sustainable products. From its humble beginnings, Fresh City Farms is now an award-winning, omni-channel retailer with over 500 employees and owns multiple retail outlets, Mama Earth Organics and the Healthy Butcher.

They are now the largest organic food retailer in Ontario and support sustainability across the entire value chain.



Fei Luo –LIVEN

2:30 pm

(Sponsored by Bioscience Association of Manitoba)



Fei is the CEO and Co-Founder of Liven, the first precision fermentation company in Canada making animal-free protein ingredients with comparative nutrition and functional value as the animal counterparts. The company currently focuses on animal-free collagen and gelatin.

Prior to Liven, Fei previously managed commercialization and transfer of environmental biotechnologies developed during her graduate research at the University of Toronto to industrial partners. As an environmental consultant, Fei introduced molecular biology tools in the energy and resource industry to facilitate environmental decision-making.

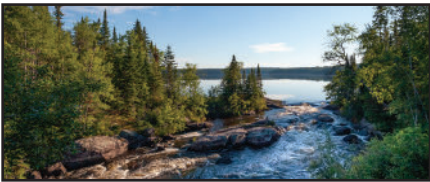
By co-founding Liven, Fei aspires to bring the circular economy to the Canadian and global food sector using her expertise in biotechnology. Fei has a PhD in Chemical Engineering from the University of Toronto.

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CULTIVATE Sustainability Conference and Trade Show

Scheduled Workshops for your Green knowledge

Bring theory into practice with these hands-on workshops and panel discussions. Composed of a cross-section of speakers from across the value chain, you will learn about the how and not just the why.



Workshop 1: Measuring your Impact: ESG and GHG tracking

The old adage that you cannot control what you do not measure is the first step on your sustainability journey. As markets like the EU demand rigorous proof of sustainability and new eco-labels promise consumers insight and transparency into the food chain, companies that fail to understand their impact could rapidly lose access to lucrative markets. This workshop will focus on understanding different approaches to measuring your impact (ESG and Life cycle analysis) and discuss the emergence of global standards that will impact your bottom line.



Workshop 2: Net Zero Pledges and your supply chain

As retailers like Loblaw's and Walmart make net-zero commitments, food manufacturers are in a unique position. As purchasers of raw ingredients and heavy users of water and energy, food manufacturing is a crucial step between consumer and primary producer. This workshop will focus on how understanding Scope 1, 2 and 3 emissions is vital to your ability to respond to retail and consumer pressure, and how the opportunities of regenerative agriculture and plant based formulations can help your business differentiate in the market place.



Workshop 3: Water Usage & Wastewater

Agriculture and agri-food processing accounts for over 70% of all freshwater use globally. As climate change driven droughts and storms impact communities around the world, it is imperative that our industry reduce its water footprint. For many processors, it can also be a huge cost centre and wastewater often contains valuable nutrients and inputs for the circular economy. Join us to learn about innovative solutions across the supply chain that can help you reduce costs and lower your water footprint.

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Workshop 4: Food Waste & Sustainable Packaging

The Canadian government is moving forward with its comprehensive plan in addressing waste and plastic pollution with a ban on single use plastics. Companies like Walmart and jurisdictions like the EU have made even more stringent standards around food waste and packaging. Sadly, Canadians are amongst the biggest producers of avoidable food waste in the world. Collectively, we waste over 35.5 million tonnes of food, costing the economy \$49 billion dollars per year. How will your company evolve to meet these new regulations, while still maintaining your company's dedication to providing packaging to keeping your product safe? This workshop will discuss the various solutions and innovations being developed that maintain your product's freshness and safety, while still acknowledging waste and plastic pollution.



Workshop 5: Attracting Sustainability Investment Panel

Investors around the world are realizing the power of capital to address sustainability. Pension funds, individual investors, and massive funds like Blackrock are demanding better environmental and social outcomes. This workshop helps you navigate the complex waters in attracting investment and where grants, subsidies and government assistance all intersect to help your company to achieve your goals.

Conference Schedule – Sept. 7, 2022

8:30 am	Registration
9:00 am	Indigenous Elder Open
9:30 am	Keynote Speaker - Cher Mereweather
10:30 am	Workshops 1 & 2
11:30 am	Lunch & Networking
12:15 pm	Keynote Speaker - Ran Goel
1:00 pm	Trade Show & Networking
2:30 pm	Keynote Speaker - Fei Luo
3:30 pm	Workshops 3, 4, & 5
4:30 pm	Cocktail Hour
5:30 pm	Closing Remarks