



SaskTrade

SHOWCASE

SaskTrade Virtual Showcase Agenda

All times are Central Standard Time (GMT-6)

Tuesday, June 8, 2021

7:00 to 14:00 (GMT-6)

7:00 **Saskatchewan Healthy Foods and Ingredients Day**

Virtual floor is open.

8:30 – 9:30 **Food & Agriculture Webinars:**

- *Latest in Saskatchewan Organic Sector*
- *Plant Based Products: Hemp & Hemp Ingredients*
- *Latest in Saskatchewan Food and Beverage Industry*

Description: The demand for organic and plant-based food products is growing at an exponential rate, and Saskatchewan producers and exporters are well positioned to help meet this demand. In this webinar you will hear from Marla Carlson, Executive Director at SaskOrganics about the latest development in Saskatchewan organic sector, its strengths, and the organic equivalencies Canada has with other countries. Moreover, Marc Van Burck, Head of Business Development at HPS Food and Ingredients, will present about the latest in plant-based products with a focus on hemp, hemp ingredients and its applications. Finally, Jay Albers, Trade Specialist at STEP, will showcase some of the great products that Saskatchewan companies produce.

Master of Ceremonies: Roy Hawat – Director, Agri Value
Saskatchewan Trade & Export Partnership
E-mail: rhawat@sasktrade.sk.ca

Speaker: Marla Carlson, BA MSc - Executive Director- SaskOrganics

Marla has worked in the organic sector in Saskatchewan since 2006 and have been eating organic food for longer than she wishes to admit! Marla's passion for organic food and farming has grown as her involvement in the sector has deepened. Marla has been working for SaskOrganics since 2014 and in the Executive Director role since February 2016. In this leadership role, Marla is always looking for innovative ways to fulfil the organization's mission to cultivate a healthier world for the benefit of all through organic food and agriculture.

In addition to her current role with SaskOrganics, Marla is the President of Organic Connections – the largest organic farming conference in Western Canada, President of the Prairie Organic Development Fund and Co-President/Vice President of IFOAM North America. Marla is a member of the kwayēskastasowin wāhkōhtowin Steering Committee, a Rockefeller Food Systems Top Visionary Prize Project. Marla also serves as a director on two food related community initiatives in Regina – Every Bite Project and Food Regina.

Speaker: Marc Van Burck, Head of Business Development – HPS Food & Ingredients Inc.

Marc was born and raised on a pedigreed seed farm in Northeast Saskatchewan and is a first generation Canadian. Following his graduation at Luther High School in Regina, he received his Bachelor of Science from Cornell University with a concentration in Applied Economics and Management. Following university, Marc worked for Deutsche Bank in New York City and London. While at the bank he worked in commodity trading, equity research and finally in investment banking. In mid-2016, and after ~6 years with the bank, Marc decided to join HPS Food & Ingredients, a fast-growing ingredients and food company as its Director of Business Development. At HPS Marc is responsible for the group's strategy, investment decisions, and global partnerships.



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Speaker: Jay Albers, Trade Specialist, Agri Value – STEP

Growing up on a Grain & Cattle farm in northern Saskatchewan, Jay has been involved in the Ag and Food industry for as long as he remembers. Jay received his Bachelor of Business Economics from the University of Saskatchewan in 2015 and has held multiple roles with different trading companies across Saskatchewan and Manitoba. Prior to joining STEP in 2019 as a Trade Specialist in the Agri Value division, Jay was an Organic Trader with GrainCorp, a multinational grain trading company. Jay enjoys working with international buyers, Saskatchewan exporters and local farmers.

9:30 – 14:00

Saskatchewan Healthy Foods and Ingredients Day

Networking and B2B meetings.