



22ND ANNUAL NETWORKING SYMPOSIUM
WEDNESDAY & THURSDAY, FEBRUARY 22 & 23, 2012 – ROOM 206
SCOTIABANK CONVENTION CENTRE, NIAGARA FALLS, ON

PROGRAM

Session Chair: Sam McLean, Peterborough

Wednesday, February 22, 2012

- 9:30 am to 10:30 am **SOCIAL MEDIA 101 – What you show know before diving in the Social Media pool** - *Rebecca LeHeup, Ontario Culinary Tourism Alliance, Toronto*
- 10:30 am to 11:30 am **FOODLAND ONTARIO PROGRAM UPDATE**
Barb Smith, Supervisor, Retail Services, Foodland Ontario, Guelph
- 12 noon to 2 pm **LUNCH & TRADE SHOW**
- 2 pm to 3 pm **FMO Annual General Meeting**
- 3 pm to 4 pm **THE ACTION SANDWICH**
Alan Frew...Songwriter & Juno Award Winner, Toronto

Thursday, February 23, 2012

- 9:30 am to 10 am **MYPICK® PROGRAM UPDATE**
Philip Powell, City of Ottawa Markets, Ottawa
- 10 am to 11:30 am **SHOW & TELL**
Kitchener Farmers' Market "Kitchen" – *Diane Garrington, Manager*
"Kids Can Grow" – *Chuc & Linda Willson, Manitoulin Island*
Ottawa Farmers' Market's Success – *Linda Cook, Manager*
- 11:30 am to 12 noon **USING FOOD SAFETY TO MARKET YOUR PRODUCT**
Colleen Haskins, On-Farm Food Safety Project Lead, OMAFRA, Guelph
- 12 noon to 2 pm **LUNCH & TRADE SHOW**
- 2:00 pm to 2:30 pm **Economic Multiplier Study for Farmers' Markets**
Margaret Walton, Partner, Planscape, Bracebridge
- 2:30 pm to 3:30 pm **LINKING FARMERS TO THE COMMUNITY: Farmers' Markets as a Food Security Strategy** - *Prof. Mustafa Koc, Sociology & Center for Studies in Food Security Ryerson University, Toronto*
- 3:30 to 4:00 pm **THE ONTARIO TABLE – CANADIAN BEST SELLER**
Lynn Ogryzlo, Author & Culinary Activist, Queenston