

**CFWF 2008 Conference – Comox Valley, BC**  
**“GROWING BEYOND THE ORDINARY”**  
**Detailed Itinerary**

| <b>WEDNESDAY, OCTOBER 1</b> |   |                                    |
|-----------------------------|---|------------------------------------|
| 5:00 - 9:00 p.m.            | <b>Registration desk open</b><br><i>(Discount promotions for local restaurants will be included in registration packages)</i> | Westerly Hotel<br>Main Floor Lobby |

| <b>THURSDAY, OCTOBER 2</b>   |   |                                       |
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| 7:00 - 8:00 a.m.   | <b>Registration desk open</b><br><i>(Discount promotions for local restaurants will be included in registration packages)</i> | Westerly Hotel<br>Main Floor Lobby    |
| <b>Aquaculture Tour 1 – Marine Harvest Salmon Farm, BC Centre of Aquatic Health Sciences, Stellar Bay Shellfish Ltd., Island Scallops</b><br><b>Sponsored in part by the BC Ministry of Agriculture and Lands, BC Salmon Farmers’ Association, and Country Life in BC.</b> |   |                                       |
| Tour Guides:<br>1) Paula Galloway, Member and Community Relations, BC Salmon Farmers Association<br>2) Gary Caine, Senior Biologist, Regional Operations (Courtenay), BC Ministry of Agriculture and Lands<br><i>Maximum: 22 delegates and 2 guides</i>                    |   |                                       |
| 7:45 a.m.  | Bus departs Westerly Hotel and travels to Brown’s Bay Marina  | Meet in Main Floor Lobby at 7:30 a.m. |
| 9:15 a.m.  | Arrive at Brown’s Bay Marina and board water taxis  |                                       |
| 9:45 a.m.  | Arrive at <b>Marine Harvest Salmon Farm</b> for 10:00-11:00 a.m. tour   |                                       |
| 11:00 - 11:40 a.m.   | Depart and return to Brown’s Bay Marina   |                                       |
| 12:00 - 1:00 p.m.  | <b>BC Centre for Aquatic Health Sciences</b>  |                                       |
| 1:00 - 2:30 p.m.   | Board bus and travel to Deep Bay in the Baynes Sound area   |                                       |
| 1:00 - 2:30 p.m.   | <b>Lunch</b> on bus while travelling  |                                       |
| 2:30 - 3:30 p.m.   | <b>Stellar Bay Shellfish Grow-Out site</b>  |                                       |
| 3:30 - 4:00 p.m.   | Depart and travel to next stop  |                                       |
| 4:00 - 5:00 p.m.   | <b>Island Scallops Hatchery</b>   |                                       |
| 5:00 - 5:30 p.m.*  | Board bus and return to Courtenay   |                                       |

| <b>Aquaculture Tour 2 - Big Tree Hatchery/Dalrymple Creek, Marine Harvest Salmon Farm, Gorge Harbour Shellfish, Middle Bay Closed Containment Site</b><br><b>Sponsored in part by the BC Ministry of Agriculture and Lands, BC Salmon Farmers' Association, and Country Life in BC.</b>   |  |   |
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| Tour Guides:<br>1) Bill Harrower, Manager Regional Operations (Courtenay), BC Ministry of Agriculture and Lands;<br>2) Paula Galloway, Member and Community Relations, BC Salmon Farmers Association;<br>3) Roberta Stevenson, Executive Director, BC Shellfish Growers Association<br><i>Maximum 31 delegates plus 3 boat guides</i> |  |   |
| 8:00 - 9:30 a.m.  | Bus departs Westerly Hotel and travels to first stop   | Meet in the Main Floor Lobby at 7:45 a.m. |
| 9:30 a.m.   | Arrive at <b>Big Tree Creek Hatchery / Dalrymple Creek Hatchery</b> for 9:45-10:45 a.m. tour   |   |
| 11:00 - 11:30 a.m.  | Depart and travel to next stop   |   |
| 11:30 a.m.  | Arrive at Brown's Bay Marina and board water taxis   |   |
| 12:00 - 12:40 p.m.  | <b>Lunch</b> on the boats while travelling   |   |
| 12:40 p.m.  | Arrive at <b>Marine Harvest Salmon Farm</b> for 1:00-2:00 p.m. tour  |   |
| 2:00 - 3:00 p.m.  | Depart and travel to next stop   |   |
| 3:00 - 4:00 p.m.  | <b>Shellfish Tour of Gorge Harbour</b>   |   |
| 4:00 - 4:30 p.m.  | Depart and travel to next stop   |   |
| 4:30 - 5:00 p.m.  | <b>Middle Bay Closed Containment Site</b>  |   |
| 5:00 - 5:15 p.m.  | Depart and return to Campbell River  |   |
| 5:15 - 5:45 p.m.*   | Board buses and return to Courtenay  |   |
| <i>*For anyone who still has questions, Bill Harrower from the BC Ministry of Agriculture and Lands will be available after the tours at the Westerly Hotel for an informal question and answer session.</i>  |  |   |
| <b>Evening Activities</b>   |  |   |
| 4:00 - 9:00 p.m.  | <b>Registration desk open</b>  | Westerly Hotel Main Floor Lobby           |
| 5:30 - 7:30 p.m.  | <b>Dinner on your own</b><br><i>(Discount promotions for local restaurants will be included in registration packages)</i>  |   |
| 7:30 - 9:30 p.m.  | <b>Welcome Reception</b><br>Join us at this conference kick-off reception featuring local foods and wines. A brief welcome ceremony will commence at 8 p.m.<br><b>Sponsored by Agrifood Comox Valley</b> | Westerly Hotel Lobby                      |
| 9:30 p.m.   | <b>Hospitality suite opens</b><br><i>The CFWF 2008 Hospitality Suite will be located in</i>  | Old House Village Penthouse Suite         |

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|  | <p><i>the Penthouse Suite at the Old House Village Suites and Hotel. This brand new facility is located just a couple of minutes walk from the Westerly Hotel. Directions will be provided at the conference.</i></p> <p><a href="http://www.oldhousevillage.com">www.oldhousevillage.com</a></p> <p><b>Sponsored by Pioneer/Dupont</b></p> |  |
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| <b>FRIDAY, OCTOBER 3</b>  |  |   |
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| 7:00 - 8:00 a.m.  | <b>Registration desk open</b>  | Westerly Hotel<br>Main Floor Lobby        |
| 7:00 - 8:00 a.m.  | <b>Breakfast</b><br><b>Sponsored by BASF</b>   | Westerly Hotel<br>Courtenay-Comox<br>Room |
| <p><b>Choose from Farm Tour A, B or C</b><br/> <b>Tours sponsored in part by the BC Chicken Marketing Board, BC Egg Marketing Board, Canadian Turkey Marketing Agency, and the Organic Sector Development Program</b></p> |  |   |
| <p><b>Tour A: Fanny Bay Oysters, Grassi Point Farm Market, Kingfisher Resort, Hazelmere Farms, Beaufort Winery</b></p>  |  |   |
| <p>Tour Guide: Jill Hatfield, PAg, Regional Agrologist, BC Ministry of Agriculture and Lands<br/> <i>Maximum 46 delegates plus Tour Guide</i></p>   |  |   |
| 8:15 - 8:45 a.m.  | Bus departs Westerly Hotel and travels to first stop   | Meet in the Main Floor Lobby at 7:50 a.m. |
| 8:45 - 9:45 a.m.  | <p><b>Fanny Bay Oysters</b><br/> <i>Fanny Bay Oysters is a HACCP-certified vertically integrated seafood operation which grows, processes, markets and distributes farm-grown Pacific oysters and Manila clams. Their products are shipped to markets in Canada, Europe, Asia and the United States.</i></p> <p><a href="http://www.fannybayoysters.com">www.fannybayoysters.com</a></p> |   |
| 9:45 - 10:15 a.m.   | Depart and travel to next stop   |   |
| 10:15 - 11:15 a.m.  | <p><b>Grassi Point Farm Market</b><br/> <i>An excellent example of how market gardening, agritourism, fish and wildlife can coexist, Grassi Point is a fourth-generation 'Century Farm' which raises beef, taps bigleaf maples, operates a roadside farm market and features a fish channel trail.</i></p>   |   |
| 11:15 - 11:30 a.m.  | Depart and travel to next stop   |   |
| 11:30 - 12:45 p.m.  | <p><b>Lunch – Kingfisher Oceanside Resort</b><br/> <i>Local bison producer Delton Henrich of Island Bison will share his story as we dine on a menu of fine local and West Coast cuisine (including bison, of course) at this renowned Oceanside resort.</i></p> <p><a href="http://www.islandbison.com">www.islandbison.com</a></p>   |   |

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|   | www.kingfisherspa.com<br><b>Sponsored by the BC Milk Producers Association</b>  |   |
| 12:45 - 1:15 p.m.   | Depart and travel to next stop  |   |
| 1:15 - 2:15 p.m.  | <b>Hazelmere Farms</b><br><i>This 64 acre certified organic farm produces over 50 varieties of vegetables sold at local farmers markets. Specialty is wasabi, popular in sushi and other Japanese cooking.</i>  |   |
| 2:15 - 2:45 p.m.  | Depart and travel to next stop  |   |
| 2:45 - 3:45 p.m.  | <b>Beaufort Vineyard and Estate Winery</b><br><i>The Comox Valley's first winery, Beaufort bottled its first wines last year from its selection of cool climate varieties.</i><br>www.beaufortwines.ca  |   |
| 3:45 - 4:30 p.m.  | Depart and travel to Mount Washington Alpine Resort   |   |
| <b>Tour B: Hamilton Cranberries, Eatmore Sprouts, Black Fin Pub, Sylvan Vale Nursery, Ludwig Farm</b>                     |   |   |
| Tour Guide: Gary Rolston, PAg, Agricultural Consultant, From the Ground Up<br><i>Maximum 46 delegates plus Tour Guide</i> |   |   |
| 8:15 - 8:45 a.m.  | Board bus and travel to first stop  | Meet in the Main Floor Lobby at 7:50 a.m. |
| 8:45 - 9:45 a.m.  | <b>Hamilton Cranberries</b><br><i>Owner George Hamilton is chair of the BC Agriculture and Environment Partnership Committee. If the timing is right, we will be able to see his cranberry bogs being harvested.</i>  |   |
| 9:45 - 10:05 a.m.   | Depart and travel to next stop  |   |
| 10:05 - 11:05 a.m.  | <b>Eatmore Sprouts</b><br><i>The partners of Eatmore Sprouts have created a million dollar business growing, processing and distributing organic sprouts, wheatgrass and vegetables. Learn about their operation and the impacts of Canada's new National Organic Regulation.</i>   |   |
| 11:05 - 11:45 a.m.  | Depart and travel to next stop  |   |
| 11:45 - 1:00 p.m.   | <b>Lunch – Black Fin Pub</b><br><i>Enjoy lunch overlooking spectacular panoramic oceanfront views of the Comox Harbour. Tour guide Gary Rolston, PAg, will double as our guest speaker with a lighthearted presentation on Vegetable Rights: "Give Peas a Chance."</i><br>www.blackfinpub.com<br><b>Sponsored by Royal Bank of Canada</b> |   |
| 1:00 - 1:30 p.m.  | Depart and travel to next stop  |   |

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| 1:30 - 2:30 p.m.  | <b>Sylvan Vale Nursery</b><br><i>Sylvan Vale produces over eight million forest seedlings annually in its complex of 43 greenhouses.</i><br>www.svnltd.com  |   |
| 2:30 - 2:45 p.m.  | Depart and travel to next stop  |   |
| 2:45 - 3:45 p.m.  | <b>Ludwig Farm</b><br><i>Former BC Outstanding Young Farmers, the Ludwigs have diversified their dairy farm to include over 100 acres of commercial blackberries. The BC blackberry industry is set to explode as blackberries are touted as having even more health benefits than blueberries.</i>   |   |
| 3:45 - 4:30 p.m.  | Depart and travel to Mount Washington Alpine Resort   |   |
| <b>Tour C: Pattison Farms, Natural Pastures Cheese, Locals Restaurant, DeeKayTee Ranch, Redfish Ranch</b> |   |   |
| Tour Guide: Niels Holbek, PAg<br><i>Maximum 46 delegates plus Tour Guide</i>                              |   |   |
| 8:15 - 9:00 a.m.  | Board bus and travel to first stop  | Meet in the Main Floor Lobby at 7:50 a.m. |
| 9:00 - 10:00 a.m.   | <b>Pattison Farms</b><br><i>Pattison Farms is a small certified organic vegetable farm that grows high quality specialty vegetables. Their product is marketed to local restaurants, health food stores and through a farm stand.</i><br>www.pattisonfarms.com  |   |
| 10:00 - 10:30 a.m.  | Depart and travel to next stop  |   |
| 10:30 - 11:30 a.m.  | <b>Natural Pastures Cheese</b><br><i>One of BC's largest artisan cheese plants, Natural Pastures uses fresh milk from selected area 'Heritage Farms' to create a wide range of cheeses. Since their beginning in 2001, Natural Pastures has already won over 40 national and international awards.</i><br>www.naturalpastures.com   |   |
| 11:30 - 11:45 a.m.  | Depart and travel to next stop  |   |
| 11:45 - 1:00 p.m.   | <b>Lunch – “Locals” Restaurant</b><br><i>Enjoy lunch at one of the Comox Valley's newest restaurants. "Locals" is a unique dining experience that showcases producers and foods of the Comox Valley &amp; Vancouver Island. Chef Ronald St. Pierre will share how his restaurant is helping to close the gap between producers and consumers.</i><br>www.localscomoxvalley.com<br><b>Sponsored by Secan</b> |   |
| 1:00 – 1:25 p.m.  | Depart and travel to next stop  |   |

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| 1:25 - 2:25 p.m.          | <b>DeeKayTee Ranch</b><br><i>DeeKayTee Ranch raises natural beef, free range poultry and a host of other products that are marketed through an on-farm store. The agritourism operation also offers on-farm accommodations offering panoramic mountain views.</i><br>www.logcabinandbunkhouse.bc.ca                             |   |
| 2:25 - 2:45 p.m.          | Depart and travel to next stop  |   |
| 2:45 - 3:45 p.m.          | <b>RedFish Ranch</b><br><i>Redfish Ranch is BC's only licensed tilapia farm. It uses a fully-enclosed containment facility and special cool climate rearing techniques to produce this prized Asian delicacy.</i><br>www.redfishranch.com   |   |
| 3:45 - 4:30 p.m.          | Depart and travel to Mount Washington Alpine Resort   |   |
| <b>Evening Activities</b> |   |   |
| 4:30 - 6:30 p.m.          | <b>Networking Reception</b><br><i>After a full day of tours, enjoy an oyster bake and other tasty appetizers as you catch up with old friends and make new ones in a post-tour reception at Vancouver Island's premier alpine resort.</i><br>www.mountwashington.ca<br><b>Sponsored by the BC Shellfish Growers Association</b> | Mt. Washington Alpine Lodge, Whiskey Jack Room  |
| 6:30 - 8:30 p.m.          | <b>Dinner and Guest Speaker</b><br><i>Savour a fabulous beef and salmon dinner before BC Minister of Agriculture and Lands Stan Hagen explains how BC is "Growing Beyond the Ordinary."</i><br><b>Sponsored by the Beef Information Centre</b>  | Mt. Washington, Alpine Lodge, Whiskey Jack Room |
| 8:30 - 9:00 p.m.          | Board buses and return to Westerly Hotel  |   |
| 9:30 p.m.                 | <b>Hospitality suite opens</b><br><b>Sponsored by Pioneer/Dupont</b>  | Old House Village Penthouse Suite               |

| <b>SATURDAY, OCTOBER 4</b> |  |                                     |
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| 7:00 - 8:00 a.m.           | <b>Registration desk opens</b>                           | Westerly Hotel Main Lobby           |
| 7:00 - 8:30 a.m.           | <b>Breakfast</b><br><b>Sponsored by Bank of Montreal</b> | Westerly Hotel Courtenay-Comox Room |
| 7:30 - 8:30 a.m.           | <b>CFWF Annual General Meeting</b>                       | Westerly Hotel Courtenay-Comox Room |
| 8:30 - 9:00 a.m.           | BREAK  |                                     |

| <b>Speakers and Professional Development Program</b><br><b>Sponsored in part by the Chicken Farmers of Canada, Egg Farmers of Canada, Farm Credit Canada, Investment Agriculture Foundation of BC, Small Farm Canada and Syngenta Seeds Canada Inc./Syngenta Crop Protection Canada Inc.</b> |  |  |
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| 9:00 - 9:45 a.m.   | <p><b>Opening Address: Growing Beyond the Ordinary</b><br/>           Session Chair: Peter van Dongen, Sincera Group / Meyers Norris Penny<br/> <i>Brent Warner's career spans over 30 years of working with farm families across North America. He was responsible for starting the BC Direct Farm Marketing Organization, the BC Association of Farmers' Markets and the BC Agritourism Alliance. Brent is in high demand as a speaker, sharing his insights on the survival of the family farm and new opportunities in agriculture.</i><br/> <b>Brent Warner</b>, Executive Director, Farmers' Markets Canada</p>  | All sessions will be held in the Westerly Hotel Courtenay-Comox Room |
| 9:45 - 10:30 a.m.  | <p><b>Sustainable Agriculture in a Climate of Change (Part 1)</b><br/>           Moderator: Tamara Leigh, Agriculture and Agri-Food Canada<br/> <i>Questions abound about what sustainable agriculture is, and how best to achieve it in a time of environmental, policy and global economic change. Two leading thinkers share their perspectives on climate, change, and what it will take to keep agriculture economically and environmentally sustainable.</i><br/> <b>Tim Ball</b>, Chair, Natural Resources Stewardship Project<br/> <b>Herb Barbolet</b>, Associate, Food Security and Sustainable Community Development, Centre for Sustainable Community Development, Simon Fraser University</p> |  |
| 10:30 - 10:45 a.m.   | BREAK  |  |
| 10:45 - 11:15 a.m.   | <p><b>Sustainable Agriculture in a Climate of Change (Part 2)</b><br/> <i>At the epicenter of the debate on sustainable agriculture, there is a community of people trying to keep their businesses profitable. This session looks at the impact of working in today's climate of change – from the 'Eat Local' movement to B.C.'s new carbon tax. A panel discussion will follow.</i><br/> <b>Garnet Etsell</b>, Chair, BC Agriculture Council</p>  |  |
| 11:15 - 12:00 p.m.   | <p><b>Bringing Agriculture Issues to the Mainstream</b><br/>           Session Chair: Sandra Tretick, Investment Agriculture Foundation of BC<br/> <i>Agriculture is integrally connected to some of the most important issues of the day, but breaking in to the news room remains a challenge. Hear from journalists working in alternative and mainstream media about</i></p>   |  |

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|                   | <p><i>what they see as the compelling stories in agriculture and how to make these stories resonate with a broader audience.</i></p> <p><b>Jon Steinman</b>, Host, Deconstructing Dinner<br/> <b>Glen Korstrom</b>, Business in Vancouver</p>  |  |
| 12:00 - 1:00 p.m. | <p><b>Lunch</b><br/> <b>Sponsored by the Canadian Wind Energy Association</b></p>  |  |
| 12:30 - 1:00 p.m. | <p><b>Lunch Speaker – Building an Agri-Food Community</b><br/> Session Chair: Peter van Dongen, Sincera Group / Meyers Norris Penny<br/> <i>Over the past three years the Comox Valley has been actively recruiting farmers from across Canada and around the world. Take a glimpse into the making and marketing of “Canada’s Provence,” and the drive to establishing this region as an agri-food community.</i><br/> <b>John Watson</b>, Executive Director, Comox Valley Economic Development Society</p>  |  |
| 1:00 - 2:15 p.m.  | <p><b>Defining Our Audience: Who Are We Writing For?</b><br/> Session Chair: David Schmidt, Country Life in BC<br/> <i>Today’s agriculture audience is increasingly complex and diverse. Join the editors of some of Canada’s leading agricultural publications to discuss how they define their audiences and differentiate their publications.</i><br/> <b>John Morriss</b>, Associate Publisher/Editorial Director, Farm Business Communications<br/> <b>Maureen Osadchuk</b>, Editor, Food for Thought Magazine<br/> <b>Tom Henry</b>, Editor, Small Farm Canada</p> |  |
| 2:15 - 2:30 p.m.  | BREAK  |  |
| 2:30 - 3:15 p.m.  | <p><b>Getting the Story: Internet Research and More!</b><br/> Session Chair: Fran Bach, AgriDigest Online<br/> <i>The Internet is a seemingly endless source of information, but navigating it can be daunting and time consuming. Practical tips for internet research and other essentials of investigative journalism will help you get the story.</i><br/> <b>Andrew MacLeod</b>, The Tyee</p>   |  |
| 3:15 - 4:15 p.m.  | <p><b>Beyond Words</b><br/> Session Chair: Connie Duivenvoorden, Agrofare Creative Services<br/> <i>Looking for new ways to get your message out there, or simply to spice things up? Here are two folks with creativity and energy to spare! Find out how they have put their creativity to work for agriculture, and how you can too.</i><br/> <b>Gord Coulthart</b>, Illustrator, Funbag Animation</p>  |  |

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|   | Studios<br><b>Lindsay Babineau</b> , Executive Director, B.C.<br>Agriculture In The Classroom  |   |
| 4:15 - 4:30 p.m.  | <b>Wrap Up</b>   |   |
| 4:30 - 6:00 p.m.  | <b>No scheduled activities</b>   |   |
| <b>Evening Activities</b>                                       |  |   |
| 6:00 - 6:30 p.m.  | <b>Cocktails</b>   | Westerly Hotel<br>Courtenay-Comox<br>Room                             |
| 6:30 - 9:00 p.m.  | <b>CFWF Banquet and Awards</b><br><b>Sponsored by Monsanto</b>   | Westerly Hotel<br>Courtenay-Comox<br>Room                             |
| 9:00 p.m. until the<br>music stops. (Last<br>call at midnight.) | <b>Dance</b><br><i>Dance the night away to the sounds of a CFWF<br/>Saturday night tradition - the GMOs!</i>   | Westerly Hotel<br>Courtenay-Comox<br>Room                             |
| Following the<br>dance  | <b>Hospitality suite opens</b><br><i>Please note that the Penthouse Suite at the Old House<br/>Village is not available on this night, so we will be<br/>moving to another suite. The room number will be<br/>announced at the conference. Or for the cowboy or<br/>cowgirl in all of us, there will be a mechanical bull at<br/>Gulliver's Pub, located at the Westerly Hotel</i><br><b>Sponsored by Pioneer/Dupont</b> | Old House Village<br>Suite # TBA<br>Gulliver's Pub at<br>the Westerly |

## SUNDAY, OCTOBER 5

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| 8:30-10:30 a.m. | CFWF Executive Breakfast Meeting | Westerly Hotel<br>Room TBD |
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