

# FERTILIZER CANADA

CANADIAN FERTILIZER PRODUCTS FORUM

Wednesday, November 13, 2024

- 8:00 a.m.**      **Breakfast**
- 9:00 a.m.**      **Welcome & Opening Remarks**  
*Jean-Guy Forgeron, Executive Vice-President, CFIA*
- 9:15 a.m.**      **CFIA Fertilizer Program Updates**  
*Glenn Murray, National Manager, Fertilizer Safety Section, CFIA*  
*Nathalie Decan, Policy and Programs Team Lead, Fertilizer Safety Section, CFIA*
- 10:15 a.m.**      **Canada's Sustainable Ag Strategy**  
*Mary Jane Roberts, Deputy Director, Agriculture and Agri-Food Canada AAFC*
- 10:45 a.m.**      **Trends in Product Development: The Emerging Biostimulant Market**  
*Trevor Jones, Market Insights & Business Development Manager, Pivot Bio*
- 11:30 a.m.**      **Networking Break**
- 11:45 a.m.**      **List of Materials Panel**  
*Glenn Murray, National Manager, Fertilizer Safety Section, CFIA*  
*Joanne Steffes, Product Stewardship Chemist, Nutrien | LoM Committee Chair*
- 12:30 p.m.**      **Lunch | Networking Break**
- 1:30 p.m.**      **Biostimulant Standards – US Biostimulants Certification Program**  
*Leanna Leverich Nigon, Director of Agronomy & Research, The Fertilizer Institute*
- 2:30 p.m.**      **Soil Plastics – Management & Considerations**  
*Cynthia Bainbridge, Deputy Director, Environment & Climate Change Canada | Canada's Chief Negotiator for the global agreement on plastic pollution*
- 3:30 p.m.**      **Don't Treat Your Soil Like Dirt – Presenting Sponsor: CarbonWorks**  
*George Sims, CEO, CarbonWorks*
- 3:45 p.m.**      **Wrap-Up & Closing Remarks**  
*Cassandra Cotton, VP Policy & Programs, Fertilizer Canada*



**FERTILIZER CANADA**  
**FERTILISANTS CANADA**

Registration is open and available **HERE**

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4:00 p.m. **FSAC meeting**

6:00 p.m. **Welcome Reception**  
*Sponsored by: FSAC*

## Thursday, November 14, 2024

8:00 a.m. **Breakfast**

9:00 a.m. **Welcome & Opening Remarks**  
*Karen Proud, President & CEO, Fertilizer Canada*

9:15 a.m. **National Inventory Report Improvement Project – Incorporating EEFs**  
*Dan MacDonald, Manager, Sustainability Metrics, Agriculture and Agri-Food Canada*  
*Omar Youssouf, Section Chief, Agriculture Division, Statistics Canada*

10:45 a.m. **Dual Property Products**  
*Loreta Gudynaite, Regulatory Affairs Manager, Bayer Crop Science*

11:15 a.m. **Networking Break**

11:30 a.m. **Bill C-59 – Implications for Canada’s New Greenwashing Legislation**  
*Kayla FitzPatrick, Sr. Director of Communications, Fertilizer Canada*  
*Troy Sherman, Sr. Director, Government & Industry Relations, Canola Council of Canada*

12:00 p.m. **Wrap-Up & Closing Remarks**  
*Cassandra Cotton, VP Policy & Programs, Fertilizer Canada*

12:15 p.m. **Box Lunch**

12:30 p.m. **Products Committee Meeting (\*Fertilizer Canada members only)**

In cooperation with:



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