

**CHFA NOW 2022**  
**Vancouver Convention Centre, West Building**  
**Schedule at a Glance**

TIME (Pacific Time)	SESSION	PRESENTER	ROOM/LOCATION
<b>THURSDAY, April 21</b>			
9:00 am – 1:15 pm	Regulatory Forum (Virtual)	Health Canada, Food Allergy Canada, Natural Health Product Research Society & dicentra	N/A – Virtual Session
<b>FRIDAY, April 22</b>			
8:00 am - 10:00 am	Canadian Women in Naturals Breakfast	Social Nature & Maple Magazine	201
9:00 am - 10:00 am	Future-Proof Passport: Building and Scaling to Move Beyond Competition and Elevate Impact	Shane Feldman, Keynote	217 - 219
9:00 am - 12:00 pm	Authentic Customer Service - How to Appeal to the Millennial Customer	Jeff Butler	212 - 213
10:00 – 10:15 am	Left Coast Naturals Networking Break		Outside Room 211
10:15 - 11:15 am	Organic Panel - Through an Organic Lens	Panelists: Manuel Gorrin, Helena McShane & Ian Walker   Moderator: Tia Loftsgard	217 - 219
11:30 – 1:30 pm	Left Coast Naturals Bike Ride		205
12:00 – 1:00 pm	Alibaba Business Workshop	Alibaba Group	211
1:15 pm – 2:00 pm	Retailer Panel - Building Post-Pandemic Success in Retail	Panelists: Deanna Henry, Peter Weicker, Rob Horricks & Michael Sherwood   Moderator: Bruce Cole	217 - 219
1:15 pm – 2:00 pm	Inclusion Strategies for an Indigenous Workforce	Kelly Lendsay, Indigenous Works	212 – 213
1:15 pm – 2:00 pm	Brand School Sessions	CHFA NOW Exhibitors	202 – 205
2:15 pm – 3:00 pm	Founders Forum: Shaping the Future of a Family-Owned Business	Mathew Holtmann, Darren Wright & Ryan Labonte, Vita Health Fresh Markets & Aaron Skelton, CHFA	208 - 209
2:15 pm – 3:00 pm	The World is Changing ... and It's About to Get A LOT Better for you!	Kevin Graff, Graff Retail	212 – 213
2:15 pm – 3:00 pm	Brand School Sessions	CHFA NOW Exhibitors	202 – 205
3:00 pm – 3:30 pm	Prana Networking Break		Pre-Function Space Level 200
3:15 pm – 4:00 pm	Brand School Sessions	CHFA NOW Exhibitors	202 – 205
3:30 pm – 4:30 pm	Health, Wellness & the Canadian Consumer	Ryan Benn, alive Publishing & Aaron Skelton, CHFA	212 – 213
3:30 pm – 4:30 pm	Now Serving: The New Food Supply Chain Normal	Panelists: Sylvain Charbonneau, Greg Henderson & Elsa Rice   Moderator: Sarah Barnes-Humphrey	208 - 209
5:00 pm – 6:15 pm	Launch Pad		217 – 219
6:15 pm – 7:30 pm	Member Welcome Reception 🍷		211
<b>SATURDAY, April 23</b>			
8:30 am – 9:45 am	Members Forum 🍷	CHFA Leadership	217 - 219
10:00 am – 5:00 pm	Trade Show		Exhibit Halls B-C
5:00 pm – 7:00 pm	CHFA Industry Achievement Awards		Ballroom A
<b>SUNDAY, April 24</b>			
10:00 am – 5:00pm	Trade Show		Exhibit Halls B-C

🍷 - Members and/or Associates ONLY