



UNIVERSITY
of GUELPH



4TH ANNUAL HAZELNUT SYMPOSIUM



RAMPING UP THE HAZELNUT INDUSTRY



**BEST WESTERN
BRANT PARK INN &
CONFERENCE CENTRE
BRANTFORD, ON**

**19
MARCH
2013**

TO REGISTER, CONTACT SHELLEYIMBEAULT@OFVGA.ORG
OR VISIT WWW.ERIEINNOVATION.COM

4TH ANNUAL HAZELNUT SYMPOSIUM

The University of Guelph and Erie Innovation and Commercialization in co-operation with the Ontario Hazelnut Association (OHA) would like to welcome you to **Ramping up the Ontario Hazelnut Industry**, a gathering of growers, nurseries, companies, government, academics and executives who are involved in the hazelnut value chain in Ontario.

The program will include plenary sessions and panel sessions delivered by Canadian and international experts with key guest speakers and thought-provoking panel discussions focusing on communication, market development, investment and commercialization, resource support and domestic and international collaboration, from the discovery side to launching into the market and beyond. This will provide a great opportunity to network and interact with true scientists and innovators.

SPECIAL THANKS TO OUR SPONSORS

PLATINUM



GOLD



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SPONSORSHIP OR EXHIBIT OPPORTUNITIES

Sponsoring or exhibiting our event is an excellent opportunity to market and promote your organization, as well as build your brand above the competition. By becoming a sponsor of the **Ramping Up the Ontario Hazelnut Industry** conference, you will have the opportunity to show leadership in this potentially huge sector, which will contribute millions of dollars to Ontario's economy.

It will also let you connect directly to public and private-sector key influencers, business innovators and leaders from Canada and around North America who focus on innovation and development in this highly profitable crop.

This forum is being produced to assist Ontario producers and innovators to develop the Ontario Hazelnut market become a vibrant and leading edge diversification opportunity. It is for growers, nurseries, aggregators, food and other product developers in this space become more successful.

To learn more about sponsorship opportunities of the **Ramping Up the Ontario Hazelnut Industry**, please contact:

Dr. John Kelly,
Conference Committee co-Chair
Vice President, Ontario Fruit & Vegetable Growers' Association
(519) 426-7913
johnkelly@ofvga.org

Dr. Adam Dale
Conference Committee co-Chair
University of Guelph
(519) 426-7127 x333

SCHEDULE OF EVENTS



8:30-9:00	Registration	
9:00-9:15	Welcome and Opening Comments <i>John Kelly, Vice President, Erie Innovation and Commercialization</i>	
9:15-10:40	Panel: Technical Developments for Ontario Hazelnuts Moderator: <i>Dr. Adam Dale, University of Guelph</i>	
	Genetics and tree selection	<i>Dr. Toktam Taghavi, University of Guelph</i>
	Micro-propagation Techniques	<i>Dr. Praveen Saxena, University of Guelph</i>
	Transferring Technology – A Receptor's View	<i>Andre Harster, Harster's Nurseries</i>
	Pest Management in Hazelnut Groves	<i>Dr. Melanie Filotas, Ontario Ministry of Agriculture, Food and Rural Affairs</i>
	My expectations of becoming a hazelnut grower	<i>Larry Handsaeme, Ontario Hazelnut Association</i>
10:40-11:00	Morning Break	
11:00-12:00	First Annual Ontario Hazelnut Association Annual General Meeting <i>Martin Hodgson, Interim Chair, Ontario Hazelnut Association</i>	
12:00-1:00	Lunch	
1:15-1:45	Communicating Hazelnuts to Potential Growers <i>Lilian Schaer, Ontario Fruit and Vegetable Growers' Association</i>	
1:45-2:30	Eastern North American Progress Against Eastern Filbert Blight <i>Dr. Tom Molnar, Rutgers University</i>	
2:30-2:50	Afternoon Break	
2:50-4:00	Panel: Markets for Ontario Hazelnuts Moderator: <i>John Kelly, Erie Innovation and Commercialization</i>	
	Confectionaries and Pastes	TBD, Ferrero
	Fresh Market	<i>Denise Zaborowski, Ontario Ministry of Agriculture, Food and Rural Affairs</i>
	Marketing Online	<i>Megan Hunter, OntarioFresh.ca</i>
	Determining Consumer Preferences	<i>Dr. Isabelle Lesschaeve, Vineland Research and Innovation Centre</i>
	Resources to Identify Markets	<i>Richard Worsfold, Ontario Centres of Excellence</i>
4.00-4.30	Meet your Suppliers	Partnering Session with Nurseries
4:30-5:00	Networking Session	

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REGISTRATION

Name: _____ Member Organization: _____
Mailing Address: _____ City: _____ Province: _____
Postal Code: _____ Telephone: _____ Email: _____

Please return completed form to The Ontario Fruit and Vegetable Growers' Association
355 Elmira Road North, Unit 105 Guelph, Ontario N1K 1S5 Tel. (519) 763-6160 x 116 Fax (519) 763-6604

REGISTRATION FEES BEFORE MARCH 1 - \$75.00 AFTER MARCH 2 - \$85.00

13% HST (Business #10779-7821 R.T.) included in all prices.

METHOD OF PAYMENT

PAYMENT TO BE MADE BY CHEQUE OR CREDIT CARD. PRINT OR TYPE CLEARLY.

Cheque (Please make cheque payable to the Ontario Fruit & Vegetable Growers Association)

Visa

Mastercard

Cardholder's Name: _____ Card Number: _____

Expiry Date: _____ Signature: _____

INSTRUCTIONS

- Complete this form and mail or fax to the OFVGA. Faxed forms MUST contain credit card information. Invoices will not be issued.
- If you are faxing your form, do NOT mail a duplicate.
- Only one person per form. This form may be photocopied.
- Your name and organization will appear on your badge exactly as you indicate above.
- Print or type all information. Please make a copy for your records.



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