



Domestic Branding and Allergen Labelling Workshop

Learn how the **Domestic Canada Brand Initiative** could help your company obtain enhanced visibility in the marketplace and increased customer interaction with your products.

Get up-to-date on Health Canada's **Food Allergen Labelling Guidelines** and how they may affect your product labels.

Saskatoon Details:

- Date:** Tuesday, February 7, 2012
- Time:** Registration 9:15 a.m.
Workshop 9:30 a.m. – 11:30 a.m.
- Location:** Concorde 2 Room
Travelodge Hotel
106 Circle Drive West
Saskatoon, Saskatchewan

Regina Details:

- Date:** Wednesday, February 8, 2012
- Time:** Registration 8:45 a.m.
Workshop 9:00 a.m. – 11:00 a.m.
- Location:** Ascott Room
Travelodge Hotel and Conference Centre
4177 Albert Street
Regina, Saskatchewan

Space is limited. Please RSVP by Friday, February 3, 2012, to:

Adam Smith
adam.smith@agr.gc.ca
306-780-7743

or Catherine Duczek
catherine.duczek@agr.gc.ca
306-780-7681



DRAFT AGENDA - Saskatoon

February 7, 2012

- 9:15 a.m. – 9:30 a.m. Registration
- 9:30 a.m. – 9:35 a.m. Welcome and Introductions
- 9:35 a.m. – 10:20 a.m. Food Allergen Labeling Guidelines
Health Canada
Presented by: Sonya Agbessi
- 10:20 a.m. – 11:00 a.m. Domestic Canada Brand Initiative
Agriculture and Agri-Food Canada
Presented by: Curtis Johnson
- 11:00 a.m. – 11:25 a.m. Questions and Answers
- 11:25 a.m. – 11:30 a.m. Wrap-up and Feedback Forms

DRAFT AGENDA - Regina

February 8, 2012

- 8:45 a.m. – 9:00 a.m. Registration
- 9:00 a.m. – 9:05 a.m. Welcome and Introductions
- 9:05 a.m. – 9:50 a.m. Food Allergen Labeling Guidelines
Health Canada
Presented by: Sonya Agbessi
- 9:50 a.m. – 10:30 a.m. Domestic Canada Brand Initiative
Agriculture and Agri-Food Canada
Presented by: Curtis Johnson
- 10:30 a.m. – 10:55 a.m. Questions and Answers
- 10:55 a.m. – 11:00 a.m. Wrap-up and Feedback Forms