



SIAL CANADA 2025

A Bold Program Rooted in Today's Realities, with Canada in the Spotlight

As global geopolitical tensions, supply chain disruptions, and climate challenges reshape the priorities of the agri-food industry, Canada stands out as a stable, forward-thinking leader. For the first time in the show's history, SIAL Canada is honouring its host country by naming Canada the Country of Honour for its 2025 edition — a powerful symbolic gesture and strategic opportunity to showcase the ingenuity, resilience, and diversity of our national food ecosystem. This tribute to Canadian excellence will be featured throughout the entire programming at SIAL Canada.



CANADA AS COUNTRY OF HONOUR

Developed in partnership with key institutional stakeholders, this initiative goes beyond a ceremonial title — it aims to position Canada as a global leader in food innovation and trade. By strengthening links across the supply chain, it elevates Canadian expertise on the world stage. SIAL Canada 2025 is a strategic opportunity to showcase this leadership and shape the future of food.

"Highlighting Canada this year is more than symbolic — it's a recognition of its leadership on today's critical issues in the agri-food industry. The 2025 program reflects our collective ambition: to bring together top experts from Canada and beyond to spark innovation and move the industry forward," says Tony Melis, CEO of SIAL Canada.

From April 29 to May 1, discover Canada in the Provincial Pavilions and throughout our showfloor!

ACCESS TO EXPERTS FOR VISITORS AND EXHIBITORS

From April 29 to May 1, the show will bring together over 1,000 exhibitors and brands, along with 23,000 professionals from more than 70 countries at the Enercare Centre in Toronto. The heart of the event will pulse with an exceptional lineup of over 70 conferences, workshops, panels, competitions, activations, and live podcasts spread across three days. The SIAL Experts will also be on-site, hosting 30-minute interactive sessions in their areas of specialty. These exclusive sessions are designed to engage visitors directly, offering them the opportunity to ask targeted questions about their specific industry challenges. **Meet the 2025 SIAL Experts:**

SIAL Retail Expert

Michel Rochette, Retail Council Canada

SIAL Food Health Expert

Michi Furuya Chang, Food, Health & Consumer Products of Canada

SIAL Compliance Expert – Health Canada & FDA

Andrew Parshad, Quality Smart Solutions

SIAL Export Expert

Saina Fan, Export Development Canada (EDC)

SIAL Packaging Expert

Andrew Macdonald, PAC Global

SIAL FoodTech Expert

Marsha Druker, Canadian Food Innovation Network

SIAL Foodservice Expert

Vince Sgabellone, Circana

SIAL Innovation Expert

Jo-Ann McArthur, Nourish Food Marketing

SIAL Multicultural Expert

Terence Tse, Diversity Communications Inc.

SIAL Brand Strategy Expert

Rebecca Lytle, Pigeon

SIAL Dairy Expert

Gilles Froment, IDF – International Dairy Federation

SIAL Tea Expert

Gail Gastelu, The Tea House Times

SIAL Mixology Expert

Jean-Sébastien Michel, Alambika

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DAY 1 – TUESDAY, APRIL 29 - a day of innovation, craftsmanship, and recognition

The show opens with the **SIAL Innovation Awards ceremony**, co-chaired by Jo-Ann McArthur (Nourish Food Marketing) and Xavier Terlet (ProtéinesXTC). From over 170 entries across 13 countries, the winners will be unveiled live at 10:30 AM on the VIP Stage, then showcased at the **SIAL Innovation booth #417** throughout the event — a must-visit to discover standout products selected by our expert jury.

At **SIAL Dairy booth #2233**, the **International Cheese Competition**, chaired by Gurth M. Pretty, will bring together 14 expert judges to celebrate excellence across 29 categories, including two special prizes: Best Québec Farmstead Cheese (presented by the Conseil de l'industrie laitière du Québec – CILQ) and Best Canadian Cow's Milk Cheese (presented by Dairy Farmers of Canada – DFC). Attendees are invited to attend the live Grand Champion tasting at 10:30 AM, followed by the **Category Champions Ceremony at 11:45 AM** and the **Grand Champion announcement at 12:15 PM**. Media are also invited to attend the exclusive pre-selection event on Saturday, April 26, from 11:00 AM to 1:00 PM, at Lakeview Cheese Galore in Mississauga.

To close the day, a **SIAL Happy Hour** will offer a festive networking event from 4:00 to 5:00 PM at the SIAL Dairy booth, featuring the winning cheeses and a classic Canadian poutine.

At the **Inspire Drink booth #1531**, programming will focus on the foodservice sector. In the morning, Gail Gastelu will lead tea and coffee tastings alongside restaurant industry beverage trends. In the afternoon, Jean-Sébastien Michel will host mixology sessions, including a talk by Andrew Toplack on supporting the hospitality scene and a tasting of absinthe and alcohol-free alternatives.

Presented by Farm Credit Canada (FCC), the conference program will feature 10 themed tracks over the three days.

The program will start at 10:30 AM with the **"Canada's Evolving Trade Landscape" track, supported by MNP**, bringing together Jean Charles Le Vallée (IICA Canada), Erin Gowriluk (Canada Grains Council), Jean-Philippe Gervais (FCC), and Lisa Bishop-Spencer (CCFI) to explore major sectoral challenges and opportunities. Part of this track, Dr. Sylvain Charlebois (Agri-Food Analytics Lab) will lead a panel discussion with industry leaders on how to harmonize the domestic market and overcome interprovincial trade barriers.

Meanwhile, the **"Foodservice"** track will feature a presentation by Vince Sgabellone (Circana) on the latest industry trends, followed by a panel discussion led by Rosanna Caira (Foodservice and Hospitality magazine). Kostuch Media Ltd. is the publisher of Foodservice and Hospitality magazine and Hotelier magazine.

In the afternoon at 1:30 PM, the **"Global Market Opportunities"** track will open with a presentation from the Embassy of Mexico on strengthening bilateral trade. With the world's population expected to reach 9.7 billion by 2050, and significant growth in Africa and Asia, these regions are becoming strategic markets. Saina Fan and Zeeshan Fazal from EDC will explore trends in the Indo-Pacific region, followed by Steven Tipman from TFO Canada discussing export opportunities in Africa.

The **"Trends & Innovation"** track will highlight Nourish Food Marketing's mid-year trend report presented by Jo-Ann McArthur, focusing on how changing consumer expectations are creating new growth spaces. Alongside retail expert Peter Chapman (SKUfood), they'll share actionable insights on bringing innovative products to grocery shelves in today's evolving retail environment.

DAY 2 – WEDNESDAY, APRIL 30 - Startups, Diversity, and Global Perspectives

As innovation, sustainability, and food security continue to reshape the industry, the **Startup Pitch Competition will kick off at 10:30 AM**, spotlighting the boldest CPG and FoodTech startups. Coming from the International Startup Village, these entrepreneurs—each with strong growth potential in the North American market—will have just 3 minutes to pitch their ideas to a panel of industry experts. The competition will take place at the SIAL Expert Hub #2023, with the awards ceremony scheduled for 12:30 PM.

From 10:30 AM **"Dairy Discovery"** takes over the SIAL Dairy booth, where Gurth Pretty, SIAL Dairy Expert, will lead hands-on workshops exploring yogurt trends, the evolution of ice cream, and common misconceptions about lactose-free cheese.

À l'espace Inspire Drink, la matinée sera dédiée à la richesse culturelle du thé et du café avec Gail Gastelu. En après-midi, Jean-Sébastien Michel abordera l'essor des boissons faibles ou sans alcool, suivi de deux sessions sur l'art et l'économie de la glace claire pour cocktails — entre théorie et pratique.

Today's conference track will tackle key issues around competitiveness, technological transformation, and regulatory frameworks — offering a 360° view of the future of the North American food industry.

"Navigating North American Trade" will explore the Canadian food sector's economic outlook, consumer purchasing behaviours, and the impact of trade tensions. It will feature Brian Choi and Kelly Beaton (The Food Institute), Francis Parisien (NIQ), Joe Dal Ferro (Finica Food Specialties), and Ron Tanner (Tanner Food Group).

OPENING CEREMONY



The official Opening Ceremony of SIAL Canada 2025 will take place at 2:00 p.m. on the VIP Stage, bringing together key players from the agri-food industry, government representatives, and international dignitaries. The event will culminate with the official ribbon-cutting, followed by an exclusive guided tour of the show floor. This moment will mark the official launch of three days dedicated to innovation and global collaboration.

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"**Health & Regulation**" will bring together Isabelle Marquis, Leslie Ewing (Plant-Based Foods of Canada), Michi Furuya Chang (FHCP), and Andrew Parshad (Quality Smart Solutions) to discuss health trends, plant-based innovation, and biotech regulatory frameworks.

"**Sustainable Supply Chains**", supported by **Generix**, will open with a panel conversation with Generix, Agropur, and TLS Distribution on supply chain innovation and logistics. It will continue with a roundtable discussion focused on PepsiCo's regenerative agriculture initiatives, featuring Beth Hunter (McConnell Foundation), Caitlin Colegrove (PepsiCo), Chuck Baresich (Haggerty AgRobotics), and Tori Waugh (Ontario Soil Network).

"**AI & Technology**" will include a session led by Dana McCauley (CFIN) on climate-smart agriculture and emerging technologies.

DAY 3 – THURSDAY, MAY 1 - Sustainability, Packaging, and Purpose-Driven Marketing

The third day will shine a the SIAL **Dairy booth #2233**, where "**Dairy Talks**" sessions led by Gilles Froment, SIAL Dairy Expert, will cover economic outlooks, multicultural innovation, and global growth opportunities.

Two additional tracks will focus on packaging and marketing. On the "**Packaging**" side, GS1 will present an overview of sustainable solutions, followed by insights from Andrew Macdonald (PAC Global) on the conditions for reusable food packaging success. On "**Marketing**" aspect, Jake Karls (Mid-Day Squares) will discuss influencer-driven brand development, followed by a conversation on multicultural and neodiversity with BK Sethi and Terence Tse (Dyversity). Stéphane Crevier (Pigeon) and Francis Parisien (NIQ) will close with a session on Quebec consumer trends and best practices for entering that unique market.

Throughout the show, the **SIAL Podcast Studio #415** will host **The Food Professor podcast**, co-anchored by Dr. Sylvain Charlebois and Michael LeBlanc, featuring live interviews with experts, speakers, competition winners, and exhibitors.

A MUST-ATTEND EDITION

SIAL Canada 2025 invites you to join us from April 29 to May 1 at the Enercare Centre in Toronto.

Discover the full program and register now at: www.sialcanada.com

ABOUT SIAL CANADA

SIAL Canada is an integral part of the SIAL network, the world's leading network of trade fairs dedicated to the food industry, with 10 professional exhibitions, bringing together 16,700 exhibitors and 700,000 professional visitors from over 200 countries. Established in 2001, SIAL Canada is the result of the collaboration of three organizations, all shareholders of the event: the ADAQ (Association des détaillants en alimentation du Québec), the Groupe Export agroalimentaire Québec-Canada, and Comexposium, with the support of Agriculture and Agri-Food Canada (AAC), the Ministry of Agriculture, Fisheries and Food of Quebec (MAPAQ), the Ministry of Agriculture, Food and Rural Affairs of Ontario (OMAFRA), as well as the United States Department of Agriculture (USDA).

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