



field to fork  
PATHWAYS TO FOODSERVICE

## Field to Fork, November 13<sup>th</sup>, 2008

Once again the industry outdid themselves and demonstrated the incredible power of cooperation in hosting the industry's premier event designed to attract and retain Canada's young people as the workforce of tomorrow.



I realize that many of you were unable to attend the event and many that did were unable to see all aspects as you were busy making it the great show that it was, however I was lucky enough to experience all aspects and what a great event it was. The kick ass music that started the morning lifted the starting point to a whole new level and absolutely grabbed the kids attention from the get go. Then having a young, brilliant, comedian, Canada's own, Sabrina Jalees use her magical blend of comedy and personal story telling to create a seamless flow from speaker to speaker was perfect! The fact that we were able to have Paul Finkelstein and Tommy, (one of Paul's students), provide insight from their experience as foodie's and food network celebrities really did provide the "seamless potential career path" from student to industry professional that we needed. The Humber students were brilliant provided practical insights detailing their unique program that combines education and real work experience, using a blend of theatrics and personal story telling. Our industry's keynote speakers, Brent Parsons of the Marriott Hotels and Bob Crane from N2 Ingredients hit the nail on the head. And finally, Jeff White of Philthy McNasty's did the industry proud with his passionate mix of story telling, comedy and "in your face education". It was surely the fastest 75 minute, information packed, entertaining and engaging education session these kids have ever had.



Next we unleashed them into a dazzling and expansive trade show that highlighted the true leaders in the foodservice industry. The booth configurations and innovative techniques used to engage and educate these kids were over the top! Judy Marcolin of ARAMARK Business Services did an outstanding job of bringing together a wonderful cross section of industry professionals that "get it". They put the best of the industry forward in its best light from agriculture, manufacturing, distribution, brokerage and Canada's leading operators. In all 33 companies stepped up, got engaged and poured their heart and soul into an event these kids will never forget.



Finally, we fed them and sent them home. They may have been a little overwhelmed, but they were definitely a lot better informed as to the broadest scale and scope of this great industry we call foodservice.



Toronto Congress Centre

A big thanks to our Partner and Gold level sponsors, ARAMARK, Compass Group, Loblaw's as well as Cardinal Meat Specialists, McDonalds Canada, Sysco, Tim Horton's and the Toronto Congress Centre.

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