

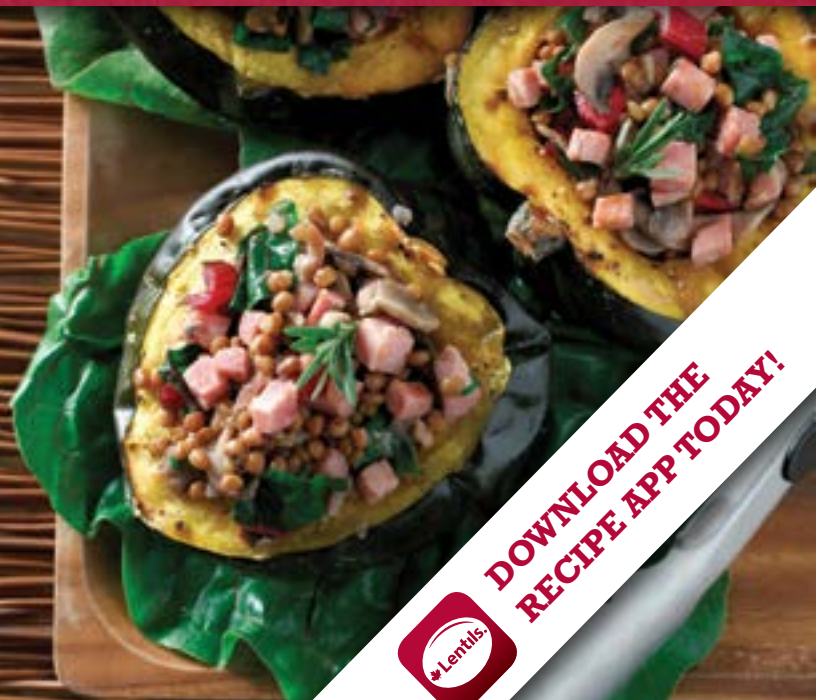
FBC  2014



CANADIAN LENTILS

PROUD TITLE SPONSOR

find recipes, cooking tutorials, and healthy inspiration at
lentils.ca



**DOWNLOAD THE
RECIPE APP TODAY!**

WELCOME TO FBC2014!

On behalf of Food Bloggers of Canada and our Title Sponsor, Canadian Lentils, we'd like to welcome you to beautiful Vancouver, British Columbia!

The big question at last year's conference was "Will there be another one, when will it be AND where?" Well, after 10 months of planning, the answer is yes and the time is now. We are thrilled to be hosting the very best food bloggers from across Canada in the Four Seasons Hotel Vancouver.

We are so proud and excited for the weekend we have planned for you. Our amazing speakers are ready to teach and get to know all of you over the next three days. We have the very best people in their respective fields here to provide you with the tools and inspiration to head home ready to tackle the world!

Our FBC2014 sponsors are an incredible mix of big and small companies, local and internationally-known. Whatever their size, they all have one thing in common...they wanted to be here and support the Canadian food blogging community. Whether it's pre-swig to your home, your jam-packed conference swag bag or the incredible food that awaits you, the sponsors have come to the table and we couldn't be happier with our FBC2014 partners!

And let's speak of the food! Ned Bell, the Executive Chef of the Four Seasons Hotel Vancouver and YEW seafood + bar, has been giddy with excitement at the thought of cooking for over 140 attendees this weekend. Chef Bell is known throughout Canada for his local focus, farm to table approach with a keen interest on promoting sustainability, especially when it comes to our oceans. Needless to say, we will be treated to a feast this weekend, so have your appetite and cameras ready!

If you need anything at all, don't hesitate to ask us or one of our volunteers that you'll see running around during the weekend

You're amongst old and new friends this weekend. This is for you. Enjoy yourself, be inspired, eat well and most importantly, have fun.

As always,

Your FBC team,

Ethan and Melissa

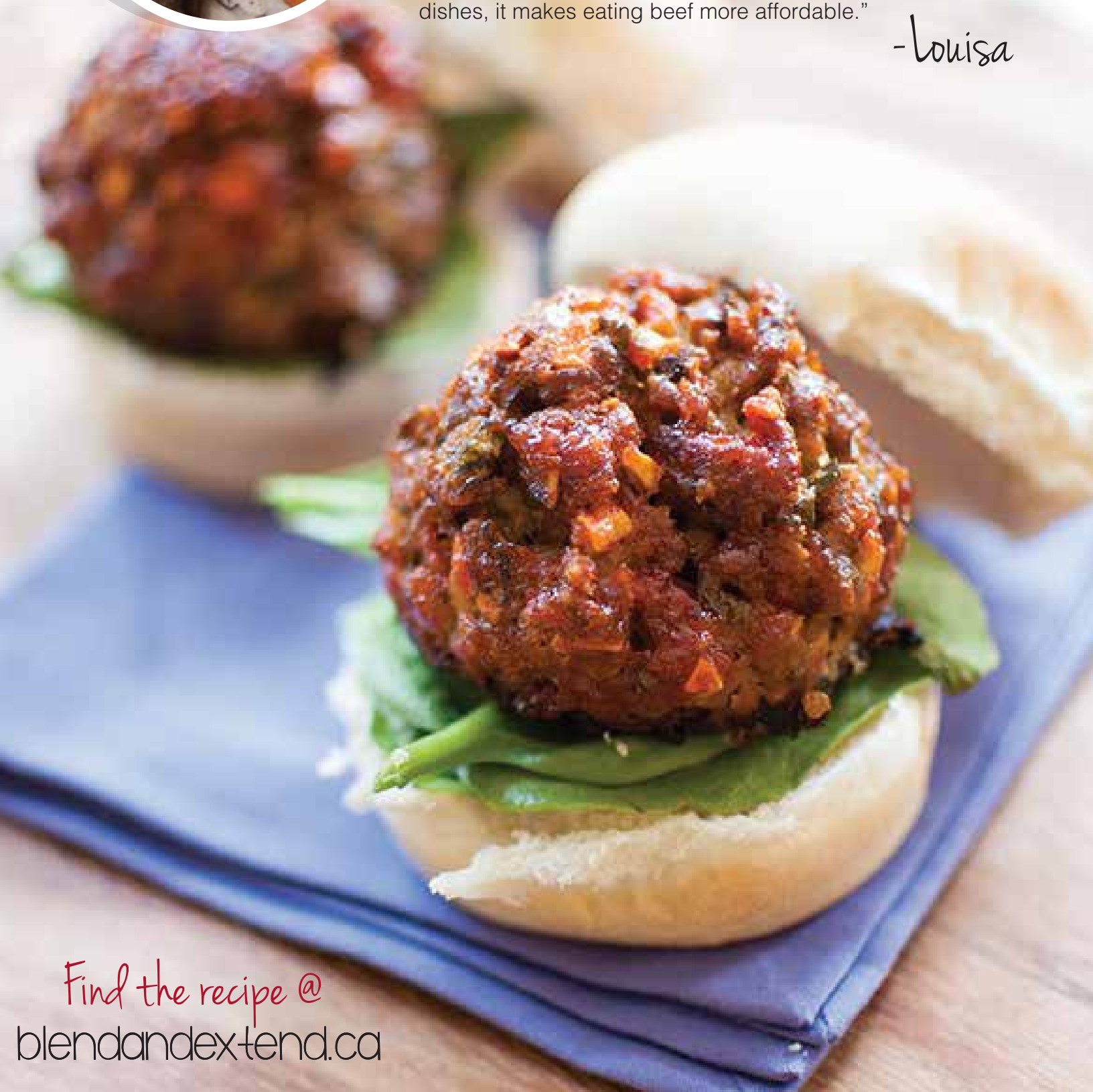
Beef & Mushroom Meatball Sliders

by Living Lou



"I wanted to lighten up my favourite meatball sliders and using the Blend and Extend method is the perfect way to do this. Who would've thought that finely chopped mushrooms would blend in seamlessly with ground beef? It's quite the revelation and something that I've been using in all sorts of recipes in my kitchen. Not only does it add volume, vitamins and minerals to dishes, it makes eating beef more affordable."

-Louisa



Find the recipe @
blendandextend.ca

A LIFETIME
DEDICATED TO
Quality

Canadian dairy farmers dedicate their lives to producing milk of the highest quality. From providing the very best care for their cows to proactively implementing an on-farm food safety program, they believe in going above and beyond to bring you safe and pure milk.

So every time you buy a dairy product bearing the 100% Canadian Milk symbol, you know it was made using milk of the highest quality.

LOOK FOR



Find out more about our commitment to quality at:

CANADIANMILK.CA

Keith Irving, Pugwash, Nova Scotia

PRE-CONFERENCE WORKSHOPS

THURSDAY, OCTOBER 16TH

1PM – 5PM

PRE-CONFERENCE FOOD PHOTOGRAPHY WORKSHOP

Separately purchased Pre-Conference Ticket required for entry

Four Seasons Hotel: Seasons - Main Lobby Level

Session Presenters: Matt Armendariz & Adam Pearson

This hands-on food photography workshop with Matt & Adam is for those attendees who purchased a separate pre-conference workshop ticket.

Bring your camera, camera manual and tripod. Wear comfy clothes and shoes as you will be on your feet and moving around throughout the session.

FRIDAY, OCTOBER 17TH

1PM – 4PM

PRE-CONFERENCE FOOD WRITING WORKSHOP

Separately purchased Pre-Conference Ticket required for entry

Four Seasons Hotel: Oak Room (3rd Floor)

Session Presenter: Dianne Jacob

This intensive food writing workshop with Dianne is for those attendees who purchased a separate pre-conference workshop ticket.

Bring your laptop or a pen and paper to participate in class writing exercises. If you have a copy of Dianne's book, *Will Write For Food*, be sure to bring it and Dianne will sign it for you!

FBC2014 SCHEDULE OF EVENTS

FRIDAY, OCTOBER 17TH

2:30PM - 6:30PM

FBC2014 REGISTRATION

Four Seasons Hotel: Chartwell Lounge (Main Lobby Level beside escalators)

Come get your conference badge, your swag bag and all the information you'll need to enjoy your weekend.

5:30PM - 6:45PM

COCKTAIL RECEPTION

Four Seasons Hotel: Park Ballroom Foyer

Mix and mingle one-on-one with your fellow bloggers, sessions speakers and brand representatives while enjoying some pre-dinner tasty appetizers courtesy of our conference sponsors.

7:00PM - 9:00PM

GALA DINNER & KEYNOTE ADDRESS

Presented by: Dairy Farmer's of Canada

Four Seasons Hotel: Park Ballroom A

Keynote Address: Robin Esrock

****Assigned Seating*

Put on your best frock or bow tie and come dine with old and new friends. Executive Chef Ned Bell and the outstanding culinary team at the Four Seasons will be showcasing the delicious work of Canada's dairy farmers. After dinner, be prepared to be entertained and inspired by best-selling author, blogger and TV personality, Robin Esrock during our keynote address.

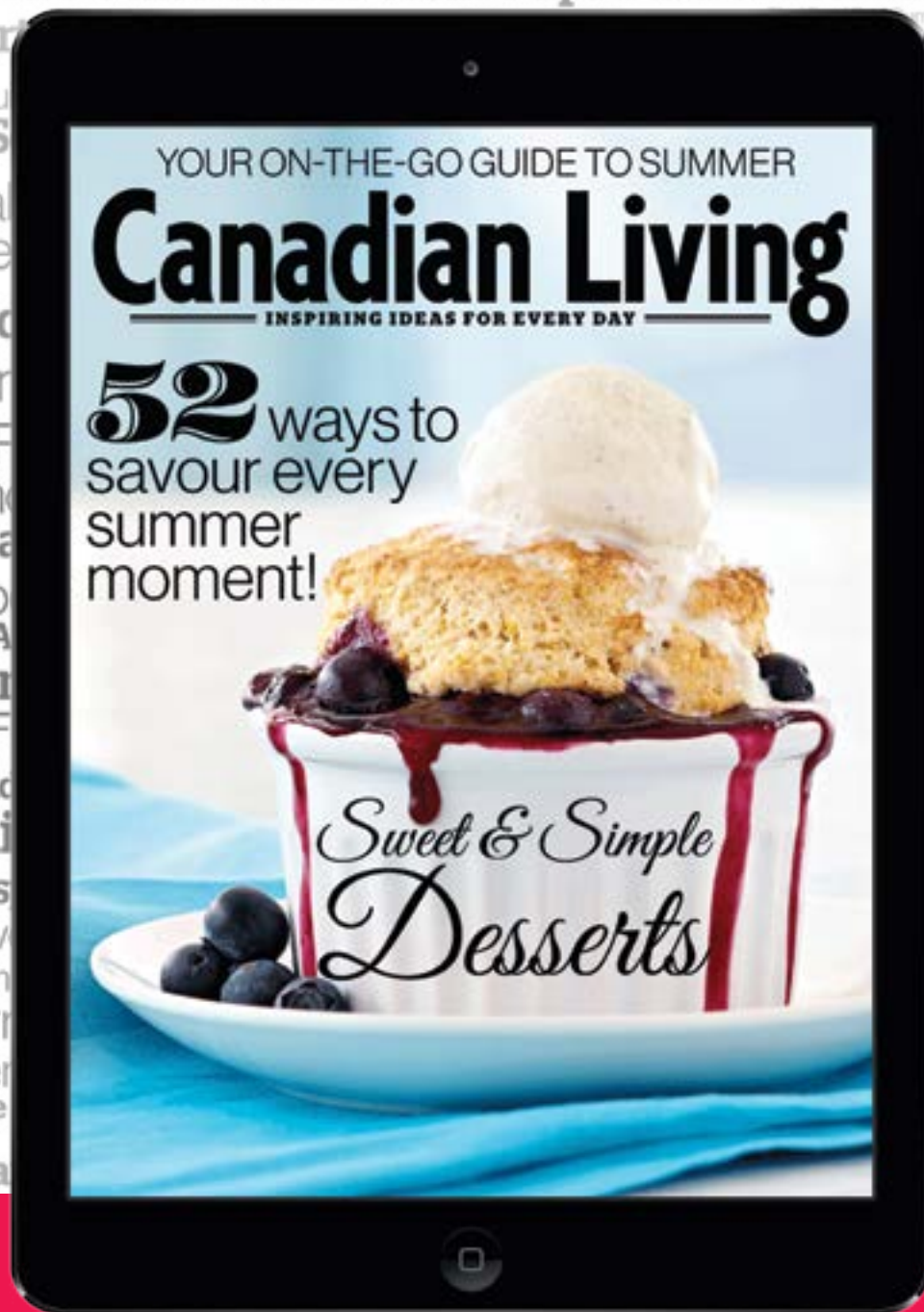
9:00PM - MIDNIGHT

KICK BACK AND ENJOY THE EVENING

Four Seasons Hotel: Chartwell Lounge

After dinner, feel free to chill out in our conference lounge with friends or, hit the city for a fun Friday evening. The hotel is just blocks from the Granville Street entertainment district, the waterfront and trendy Gastown.

Relax and escape with our interactive magazine



11,000+ Tested Till Perfect recipes online!
CANADIANLIVING.COM



FBC2014 SCHEDULE OF EVENTS

SATURDAY, OCTOBER 18TH

**7:00AM - 8:45AM
BREAKFAST**

*Four Seasons Hotel: Park Ballroom B&C
Presented by: Whole Foods*

Start the day with a delicious west coast inspired breakfast from Whole Foods

9:00 AM - 9:15AM

OPENING REMARKS WITH FBC & CANADIAN LENTILS

9:15AM - 10:15AM

**WEARING ALL THE HATS - THE IMPORTANCE OF THE
VERSATILE BLOGGER**

*Four Seasons Hotel: Park Ballroom A
Session Presenters: Shauna Ahern, Corwin Hiebert &
Julie van Rosendaal*

Food bloggers are their own writers, photographers, editors, accountants, brand managers, SEO experts, CEO, assistants and Chief dishwashers! This panel will discuss the significance of being a Jack/Jill of all blogging trades, yet also understanding where your individual strengths lie and utilizing them to your advantage.

**10:15AM - 10:35AM
COFFEE BREAK**

*Four Seasons Hotel: Park Ballroom Foyer
Presented by: Appetite|Random House & Salt Spring Coffee
Goodies by: Butter Baked Cafe*

10:35AM - 11:35AM

**TWO SIDES TO EVERY STORY – THE JOURNEY FROM
BLOG TO BOOK**

*Four Seasons Hotel: Park Ballroom A
Session Presenters: Robert McCullough & Tara O'Brady*

Every blog to book has its own unique story. Tara and Robert will share their story as to how they came to work together. They will also provide practical and useful advice to keep in mind and follow when trying to stand out amongst the masses.

**11:35AM - 11:45AM
BREAK**

11:45AM - 12:45PM

**HONESTY IS STILL (AND WILL ALWAYS BE) THE BEST
POLICY- THE ETHICS OF BLOGGING**

*Four Seasons Hotel: Park Ballroom A
Session Presenter: Dianne Jacob*

In blogging, like in life, there is right and wrong – and grey area. While there are few laws in the blogging world, ethical and moral behavior still applies.

Dianne Jacob tackles getting stuff for free and “sponsored posts” in a discussion about what continues to be a sensitive topic for the blogging community, whether on blogs or social media.

**12:45PM - 1:45PM
LUNCH**

Four Seasons Hotel: Park Ballroom A

**1:50PM - 2:50PM
MAKING CENTS OF YOUR CONTENT
(AND BY CENTS, WE MEAN \$\$)**

*Four Seasons Hotel: Park Ballroom A
Session Presenters: Duncan Clark & Andrea Kolber*

You've done the cooking, shooting, eating, writing and the posting - now what? Understanding how you, as the content manager of your blog, can add REAL value to the people who care about your site can be easy if you take the right approach.

This panel will cover off specific approaches to make sense of your stats and turn that data into valuable information that you can take to brands and PR agencies as well as improve your readers' experience on your site.

**3:00PM - 7PM
FREE TIME**

Enjoy the city, take a nap, chill out in Chartwell Lounge - the time is yours to enjoy Vancouver!



High quality.
Affordable price.



FBC2014 SCHEDULE OF EVENTS

SATURDAY, OCTOBER 18TH

**7:00PM - 9:00PM
DINNER**

Presented by: Blend & Extend (a partnership between Canada Mushrooms & Ontario Beef)

Four Seasons Hotel: Park Ballroom A

Saturday night's dinner will be a Blend & Extend Showcase that will partner mushrooms and beef. Sit down and enjoy a delicious meal and then get ready for a post-dinner presentation...

**8:15 - 9:00PM
HOW THE F#@*K DID WE GET HERE?**

Four Seasons Hotel: Park Ballroom A

Session Presenters: Michelle David & Matt Holloway, Thug Kitchen

Kick back after dinner and prepare to be entertained by the bold team behind Thug Kitchen (Michelle Davis and Matt Holloway) as they share the story of their journey from beginner bloggers to becoming a food blog sensation... all while maintaining their anonymity!

House of Anansi will be providing all attendees a copy of the new Thug Kitchen cookbook. Bring your copy to our conference lounge (Chartwell) after dinner for a chance to mix and mingle with the authors and have your book signed.

**9:00PM - 10:00PM
THUG KITCHEN BOOK SIGNING**

Four Seasons Hotel: Chartwell Lounge

Michelle Davis and Matt Holloway, the authors of Thug Kitchen, will sign copies of their book and chat in Chartwell after dinner.

**10:00PM - MIDNIGHT
KICK BACK AND ENJOY THE EVENING**

Four Seasons Hotel: Chartwell Lounge

The evening is yours to do as you wish!

SUNDAY, OCTOBER 19TH

**7AM - 8:30AM
BREAKFAST**

Four Seasons Hotel: Park Ballroom B&C

Presented by: Burnbrae Farms

Fuel up for the day with a hearty hot breakfast and a Burnbrae Farms omelette station and Salt Spring Coffee.

**8:45AM - 9:00AM
OPENING REMARKS**

Four Seasons Hotel: Park Ballroom A

**9:00AM - 10:00AM
CREATE YOUR OWN SPACE – FINDING YOUR BLOG'S NICHE**

Four Seasons Hotel: Park Ballroom A

Session Presenters: Melissa Hartfiel, Laura-Jane Koers & Aimée Wimbush-Bourque

Separating and distinguishing yourself from the crowd can help you gain focus, get noticed, and build a community. This panel will explain how “niche” does not mean “small”. We'll show you how to narrow and keep your focus, how to use your niche as a selling point to brands and editors, and how to grow your blog's community and income.

**10:00AM - 10:20AM
COFFEE BREAK**

Four Seasons Hotel: Park Ballroom Foyer

Presented by: Cartems Donuterie & Salt Spring Coffee

FOOD BLOGGER? HUNGRY FOR EXPOSURE?

Join The Foodnetwork.ca Blog Network Today!

Foodnetwork.ca Is the Premiere Canadian Destination for Food-lovers

A vibrant hub for food entertainment, kitchen celebrities, recipes, news, and trends
By joining our family of bloggers, here are some of the perks you'll enjoy:



Have your content featured, along with your bio and a link back to your site, on Foodnetwork.ca



Display Foodnetwork.ca branding on your site, joining an exclusive community of passionate food writers and creators



Partner blogs roll up under the Foodnetwork.ca ComScore grouping, giving you presence in the go-to destination for digital marketing data and analytics

SIGNING UP IS EASIER THAN FRYING AN EGG.

Join today by emailing blognetwork@shawmedia.ca

Or find us at the FBC2014 cocktail reception to grab a treat and hear more.



foodnetwork.ca

FBC2014 SCHEDULE OF EVENTS

SUNDAY, OCTOBER 19TH

10:20AM - 11:20AM

MORE THAN MEETS THE EYE - THE BUSINESS OF FOOD PHOTOGRAPHY

Four Seasons Hotel: Park Ballroom A

Session Presenters: Matt Armendariz & Adam Pearson

With multiple cookbooks and major brands in their portfolio, Matt and Adam know that the business of food photography is much more than just taking a photo with food on a plate. Setting expectations, knowing your worth, working within a budget, copyright issues, licensing decisions, sending invoices, getting paid are just some of the behind-the-scenes factors that have nothing to do with the actual photos themselves. Matt and Adam will share how they've built their business and provide practical advice in dealing with the other side of food photography.

11:20AM - 11:30AM

BREAK

11:30AM - 12:30PM

THE ART OF THE STORY - THE IMPORTANCE OF SHARING

Four Seasons Hotel: Park Ballroom A

Session Presenters: Ashley Rodriguez & Julie Van Rosendaal

Incorporating your own life into your writing can (and will) draw readers in and keep them engaged. However, that's easier said than done when you start asking yourself, "How much is too much?"

Ashley and Julie are known for letting their readers into their lives but also know where to draw the line. They will share how they weave their unique stories into their work which allows readers to feel like they're sitting at their kitchen table.

12:30 - 1:00PM

FBC2014 CONFERENCE WRAP UP

Four Seasons Hotel: Park Ballroom A

Session Presenters: Ethan Adeland & Melissa Hartfiel

1:00PM - 2:00PM

LUNCH

Four Seasons Hotel: Park Ballroom B&C

Presented By: Foodee

Join us for one last meal together from Foodee. A boxed "to-go" lunch option will also be provided.



NORDIC WARE
IS A FAMILY
OWNED BUSINESS
founded in 1946

LOCATED IN 
MINNEAPOLIS, MN,
their fine cookware,
BAKEWARE, KITCHENWARE
& MICROWARE PRODUCTS
ARE PROUDLY
MADE IN THE USA



For 68 years Nordic Ware has been firmly rooted in heritage and tradition, we are proud to be one of America's best known and most respected legacy brands of kitchenware. We produce extensive lines of American-made stovetop cookware, bakeware, barbecue and microwave products that enjoy distribution across North America and in countries around the world.

www.facebook.com/nordicware
Twitter: @nordicware
Instagram: @nordicwareusa

Let's be Social!



Nordic Ware • 5005 Hwy 7 • Minneapolis, MN 55416 USA • 800-328-4310 • www.nordicware.com



ROBIN ESROCK

KEYNOTE SPEAKER

Robin Esrock is a bestselling author, award-winning journalist, blogger and international broadcaster.

He is the creator and host of the 40-part series *Word Travels*, seen weekly on CityTV and OLN in Canada, on National Geographic in over 50 countries, and on Travel Channel in 21 languages worldwide. He also created the award-winning adventure-culinary show *Get Stuffed* (OLN/CityTV/Nat Geo Adventure). Robin has been a travel columnist for *The Globe & Mail*, *MSN*, *Bell*, *Outpost*, and the *Vancouver Sun*, and his stories have been published in over a dozen major publications worldwide, including *National Geographic Traveler*, *The Chicago Tribune*, *The Guardian*, *South China Morning Post*, *Sydney Morning Herald* and *Dallas Morning News*.

Robin has been profiled by, among others, the CBC, CTV, Global, CNN, METRO, *Forbes Travel and Travel and Leisure*. He was Master of Ceremonies for the prestigious Explorer's Club Annual Dinner in New York, sharing the stage with the likes of Buzz Aldrin and Ken Burns, and spoke at the world's largest ever TEDx event.

Having travelled to over 100 countries, Robin's bestselling book - *The Great Canadian Bucket List* - is a personal journey to discover the best experiences his adopted home Canada has to offer. Born and raised in South Africa, he lives in Vancouver, BC with his wife and daughter. Twitter: @RobinEsrock, YouTube: Modern Gonzo.



ETHAN ADELAND

FBC CO-FOUNDER & MANAGING DIRECTOR

Ethan is the affable voice behind *Feeding Ethan* where he shares his food and travel adventures. As co-founder and Managing Director of Food Bloggers of Canada, Ethan's main responsibility is championing the work of bloggers through building mutually beneficial relationships with brands and sponsors.

Before veering off in a new career path, Ethan worked for some of the most recognizable sports names in the world including the Montreal Canadiens, VANOC and the BC Lions.

In his free time, he likes to quote *Seinfeld* references in everyday conversation and dream of where he'd like to surf next. Ethan currently resides in Vancouver.



SHAUNA JAMES AHERN

AUTHOR

Shauna is the author of the cookbook, *Gluten-Free Girl* and the Chef, named one of the best cookbooks of 2010 by *The New York Times*, and the food memoir, *Gluten-Free Girl*. She is also the author, photographer, and head baker at *Gluten-Free Girl* and the Chef, her much-loved food website (www.glutenfreegirl.com), which she creates with her chef husband, Daniel Ahern. Her work has been published or recognized by *The New York Times*, *Gourmet*, *Bon Appetit*, *Epicurious*, *Babble*, *The Guardian*, *Gilt Taste*, CNN's *Eatocracy*, and *The Washington Post*. Her latest cookbook, *Gluten-Free Girl Everyday*, recently won a James Beard award for excellence. She and her husband, with their two children, live on Vashon Island, WA.



MATT ARMENDARIZ

FOOD PHOTOGRAPHER

Matt is a photographer, writer, avid traveler and blogger that specializes in food, drink and tasty spots all over the world. His food blog, www.mattbites.com, was voted as one of the Top 10 Food Blogs in the World by London's *Times Online*. As a professional food photographer, his work has appeared in the pages of *Bon Appetit*, *Country Living*, *Time Magazine*, *Martha Stewart Everyday Food*, as well as online for Food Network, Cooking Channel, and Food & Wine. Advertising clients include Coca Cola, Chiquita Banana, California Avocados, Pom Wonderful, Whole Foods Market, and Target. Matt's also photographed numerous cookbooks. His first cookbook, *On a Stick!*, was released in May of 2011, and his second book titled *Focus On Food Photography for Bloggers* was released in Fall 2012.



DUNCAN CLARK

VP STRATEGIC INITIATIVES
POSTMEDIA NETWORK INC.

Duncan is Vice President, Strategic Initiatives for Postmedia Network Inc. His career in media has included stops at six different newspapers across three provinces, the relaunches of nationalpost.com in 2007 and 2010, and the founding of two magazines. His experience in the newsroom as an Executive Editor along with his Digital Media experience in Product Development and Business Development have paved the way for his strategic insight in his latest ventures.

Currently he's in charge of the start-up-inspired skunkworks office Postmedia Labs, home of *Gastropost*, *Capital Ideas*, *EachCoach* and *The Afterword Reading Society*.



and try your hand at

TURKEY TRIVIA



DURING THE FRIDAY NIGHT RECEPTION!



One lucky
#FBC2014
attendee will
have the chance
to win an iPad
Air courtesy of
TastyTurkey!



TastyTurkey

PRIZES * PRIZES * PRIZES



MELISSA HARTFIEL

FBC CO-FOUNDER & MANAGING DIRECTOR

As Editor of FBC, Melissa reviews every single FBC member blog application (1,500+!) and is constantly scouring the web for potential contributors and speakers with fresh, focused voices. As a designer, she works with many bloggers to help them establish their branding and blogs. It's safe to say she's read more blogs than can be counted! She has a unique perspective on what works, what doesn't and what stands out.

Melissa is co-founder and Managing Director of FBC, and runs her own web and graphic design studio, Fine Lime Designs. She is also a freelance food photographer and blogs about food photography at Eyes Bigger Than My Stomach. She lives near the ocean, just outside of Vancouver, with a goofy lab named SamTheDog.



CORWIN HIEBERT

BUSINESS MANAGER, LECTURER, AUTHOR

As a business manager for freelancers, visual artists, and entrepreneurs, Corwin cares about the 'why' and the 'how' of making a life, and a living, from one's creativity. Through his boutique firm (Taendem Agency) Corwin provides management and marketing services to creative talent such as world-renowned photographer, publisher, and best-selling author David duChemin.

Corwin is the author of Living the Dream: Putting Your Creativity to Work [and Getting Paid]—published by Peachpit Press (2013) as well as three eBooks published by Craft & Vision and one by Flatbooks. Connect with him through his website where he doesn't blog, he delivers. www.corwinhiebert.com.



DIANNE JACOB

AUTHOR & FOOD WRITER

Dianne is the author of Will Write for Food: The Complete Guide to Writing Cookbooks, Blogs, Reviews, Memoir, and More. Her blog, Will Write for Food, covers food writing trends and technique. Dianne is also co-author of the cookbook Grilled Pizzas & Piadinas, with chef Craig Priebe.

Previously a newspaper, magazine, and publishing company editor-in-chief, Dianne coaches writers across the US, Canada, Europe and Asia. She also edits manuscripts. Dianne judges books for the James Beard Foundation and for the International Association of Culinary Professionals annual cookbook awards. She has also been a judge for the Bert Greene Award for Food Journalism.



LAURA-JANE KOERS

THE RAWTARIAN & ENTREPRENEUR

Laura-Jane The Rawtarian is a leading creator of simple, satisfying raw food recipes. She is the host of The Raw Food Podcast and the author of "Raw Food Favorites" (2014). Her recipes have been featured in The Huffington Post, The Guardian Newspaper and Liquid Magazine. She shares 100+ free simple, satiating raw food recipes at www.therawtarian.com. She is also an active speaker about the intersection of food and online business, most recently at the BlogHer Food Conference in Miami, FL. She lives in a renovated farmhouse on a rural acreage in Prince Edward Island, Canada.



ANDREA KOLBER

DIGITAL PRODUCT MANAGER
TC MEDIA

As Digital Product Director for TC Media's English Consumer brands, Andrea Kolber oversees product, content and social strategy with oversight of the profit and loss for the portfolio.

A media professional with 10 years of experience in strategic planning, content management and business management, Kolber has worked with global media companies including AOL, MSN and with global brands such as Kraft, Proctor & Gamble, Macy's, Nestle, and L'Oreal.



ROBERT MCCULLOUGH

PUBLISHER OF APPETITE & VICE PRESIDENT
- RANDOM HOUSE OF CANADA

After twenty-one successful years at Whitecap Books, Robert had the opportunity to start a new imprint in Vancouver for Random House of Canada. He has been creating a carefully curated collection of food, drink, and lifestyle titles since launching Appetite in 2012. The list has produced many bestsellers, including The Soup Sisters Cookbook and Jerusalem by London chef sensations Yotam Ottolenghi and Sami Tamimi.

In 2013, Appetite won three IACP Awards, including Best First Book for The Smitten Kitchen by blogging phenomenon Deb Perelman, as well as a James Beard Award for Jerusalem. In addition, several titles, including Butter Baked Goods by gourmet marshmallow pioneer Rosie Daykin were selected as Heather's Picks by Chapters/Indigo.

PROUD TO BE A SILVER SPONSOR

At Burnbrae Farms, we believe in the value of hearty discussion — and we think a hearty meal can really get things rolling.

So join us for breakfast on
SUNDAY, OCTOBER 19
for fluffy made-to-order omelettes
featuring our premium
Naturegg™ Omega Plus™ eggs.



To learn more about our products,
visit us at www.burnbraefarms.com



Delta makes getting clean just
as beautiful as getting dirty.

THAT'S HAPPINESS



see what Delta can do™

Touch it on. Touch it off.

With Delta® Touch₂O Technology,
simply tap anywhere on the spout
or handle of the faucet to start and
stop the flow of water. Learn more
about these innovative faucets for
your kitchen and bathroom at
deltafaucet.ca/touch.

@DeltaFaucetCAN

DeltaFaucetCanada



TARA O'BRADY
AUTHOR & FOOD WRITER

After an education in English and Communications took her into marketing, Tara started the food blog, Seven Spoons, in May 2005. In the years since, the site has grown, winning national and international awards for excellence in writing, photography, and recipes. Tara is a core contributor to UPPERCASE magazine, with a column in each issue. She has written elsewhere as well, including Saveur.com, The Globe and Mail, and Kinfolk magazine. Her recipes and photographs have appeared in The Guardian, on Bon Appétit, and Oprah.com, among others. Tara is the subject of a chapter in the upcoming Blog Me Beautiful (RotoVision 2014), and her first cookbook will be published by Ten Speed Press in 2015.



JULIE VAN ROSENDAAL
AUTHOR & FOOD WRITER

Julie is the author of six best-selling cookbooks, including Alice Eats: the Wonderland Cookbook with co-author chef Pierre A. Lamielle. She has contributed to numerous other cookbooks and has another scheduled to release this fall. Julie has been the food columnist on the Calgary Eyeopener on CBC Radio One for 8 years, she's the food editor of Parents Canada magazine and writes for numerous newspapers and magazines. She co-hosted three seasons of the TV series It's Just Food with chef Ned Bell, is a food stylist for TV, print and corporate clients, and she writes and takes photos for her award-winning food blog, DinnerwithJulie.com, which documents real life in her home kitchen in Calgary with her husband and 8 year old son.



ADAM PEARSON
FOOD STYLIST

As a popular food stylist with a variety of advertising and editorial clients, Adam creates the beautiful food seen in catalogues, magazines, cookbooks and commercials.

While a college culinary course showed him a future of grueling restaurant work, it was a chance opportunity to put his skills to the test in still photography that started him on his path to food styling. His food is so gorgeous that Crate & Barrel's own CB2 features him regularly as their culinary consultant.

In the media, Adam's experience and colourful character have been featured in the Huffington Post, Crate & Barrel, and Los Angeles Magazine.



ASHLEY RODRIGUEZ
AUTHOR & BLOGGER

Ashley is the creator of NotWithoutSalt.com, the winner of Saveur Magazine's Best Cooking Blog in 2013. She studied in professional kitchens before becoming a mother of three.

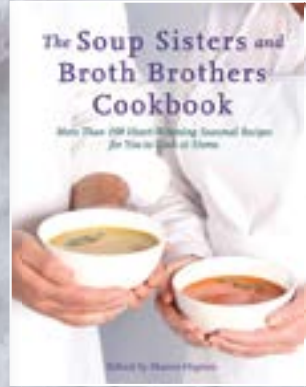
Now Ashley spends her time, cooking for her family, teaching cooking and baking as well as food photography. Ashley is working on her first cookbook, Date Night In (out in December, 2014).



AIMÉE WIMBUSH-BOURQUE
AUTHOR & BLOGGER

Aimée is a Montreal urban homesteader, former chef, and mother of three. After ten years of restaurant life, she left professional kitchens to start a family and foray into recipe development and food writing. Now, Aimée is the editor of food blog Simple Bites, named "Best Kids' Cooking Blog" by Saveur Magazine in 2013, where she chronicles her kitchen adventures with recipes, cooking tips, photos and stories. She writes a monthly column for JamieOliver.com and is the author of the upcoming cookbook Brown Eggs and Jam Jars (Spring 2015, Penguin).

Hungry for this fall's best cookbooks?



Let us whet your Appetite.

www.penguinrandomhouse.ca

appetite
by RANDOM HOUSE

Penguin
Random
House



YEW seafood + bar is at the city's premier seafood restaurant delivering inspired cuisine, thoughtful wines, innovative cocktails and a fun environment for guests. Stage a larger event at the 'The Inlet' - YEW's freshly renovated private space, ideal for 40-65 guests. Completely reimagined, and highly customizable, The Inlet features a beautiful maple slab long table that can seat groups of 2 to 24.

If you are interested in making a reservation, please contact our YEW Sales Manager, Alissa Horn, at 604 609 5480 or email alissa.horn@fourseasons.com

791 West Georgia Street, Vancouver, British Columbia | 604 692 4939 (4YEW) | www.yewseafood.com

THANK YOU!

We've put a lot of time and effort into planning this conference over the last 12 months but this weekend would not have been possible without the help of...

Our FBC volunteer team who helped us this weekend and made everyone feel welcome:

Shareba Abdul
Sondi Bruner
Janice Lawandi
Sean Neild
Michelle Peters-Jones

PSAV for providing our multi-media and AV solutions.

The entire team at the Four Seasons Hotel Vancouver for helping us plan and execute our event over the past year:

Marica White - Conference Services Manager
Executive Chef Ned Bell and his amazing culinary team
Kostas Christopoulos - Director of Marketing
Shingo Kiddo - Social Media Manager
Laura Castonguay - Associate Director of Sales

And of course, all of our valued speakers, sponsors and you, are attendees. Without you all, this event would not be possible.

So happy our paths have crossed.



Let's talk about how you can nourish yourself and your audience with tasty organic food. We're proudly Canadian, always organic, always delicious – and we want to connect with you!

Drop us a line at friends@naturespath.com.

Eat well. Do good.

[@naturespath](https://twitter.com/naturespath) [/naturespath](https://facebook.com/naturespath) naturespath.com



BC
egg

BC is one of the most beautiful places in the world. It also offers eggs with some of the highest standards anywhere. So when you cook for your family, reach for things that travel less to get to your kitchen table.

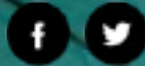
When you choose eggs, think local.

THUG KITCHEN

eat like you give a fuck

FOOD SO GOOD WE
SWEAR BY IT

WWW.THUGKITCHEN.COM



ANANSI PUBLISHES VERY GOOD BOOKS



WWW.HOUSEOFANANSI.COM

The Best Place For
ORGANICS

FOLLOW THE FOOD & FUN ON INSTAGRAM

@WFMVAN & @WHOLEFOODSNT



GROWN USING BIODYNAMIC METHODS.
**BYRON'S
MARACATURRA**

Washed

2014
CROP

MATAGALPA, NICARAGUA

FARM: FINCA LOS PINOS ALTITUDE: 1500M
PROCESSING: WASHED VARIETY: MARACATURRA

FOR A LIMITED TIME ONLY

FAIR TO FARMER. ORGANIC. ROASTED BY SALT SPRING COFFEE.
WHOISBYRON.COM - SALTSPRINGCOFFEE.COM



COFFEE IS SOCIAL™

**SALT SPRING
COFFEE**

Believe in being better.™

**GIVE YOUR
BLOG SOME BITE**



**FEAST YOUR EYES ON THESE
COOKBOOKS COURTESY OF**



RAINCOAST BOOKS
WWW.RAINCOAST.COM

SOCIAL MEDIA CHEAT SHEET

#FBC2014

SPEAKERS

FRIDAY KEYNOTE

Robin Esrock t: @robinesrock

SATURDAY

SESSION ONE

Shauna Ahern t: @glutenfreegirl i: @glutenfreegirl
Corwin Hiebert t: @corwinhiebert i: @corwinhiebert
Julie Van Rosendaal t: @dinnerwithjulie i: @dinnerwithjulie

SESSION TWO

Robert Mccullough i: @robertmccullough
Tara O'brady t: @taraobrad y i: @taraobrad y

SESSION THREE

Dianne Jacob t: @diannej

SESSION FOUR

Duncan Clark t: @gduncanclark i: @gduncanclark
Andrea Kolber t: @andreakolber i: @kolbera

SATURDAY EVENING

Thug Kitchen t: @thugkitchen i: @thugkitchen

SUNDAY

SESSION ONE

Melissa Hartfiel t: @mhchipmunk i: @mhchipmunk
Laura-Jane Koers t: @therawtarian i: @therawtarian
Aimée Wimbush-Bourque t: @simplebites i: @aimeebourque

SESSION TWO

Matt Armendariz t: @MattArmendariz i: @mattarmendariz
Adam Pearson t: @AdamCPearson i: @adamfoodstyle

SESSION THREE

Ashley Rodriguez t: @AshleyRodriguez i: @ashrod
Julie Van Rosendaal t: @dinnerwithjulie i: @dinnerwithjulie

SESSION FOUR

Ethan Adeland t: @EthanAdeland i: @EthanAdeland
Melissa Hartfiel t: @mhchipmunk i: @mhchipmunk

SPONSORS

TITLE

Canadian Lentils t: @CdnLentils i: @cdnlentils

PLATINUM

Dairy Farmers of Canada t & i: @100CanadianMilk
Blend & Extend: t: @mushroomscanada @MakeltONBeef
#BlendAndExtend

GOLD

Canadian Living: t & i: @CanadianLiving
Chicago Cutlery: t: @worldkitchenLLC #ChicagoCutlery
Food Network Canada: t & i: @foodnetworkCA
Nordic Ware: t: @NordicWare i: @nordicwareusa
Tasty Turkey: t: @TastyTurkey

SILVER

Appetite|Random House: t: RandomHouseCA
i: @appetite_randomhouse

BC Egg: t: @bcegg i: @bcegg
Burnbrae Farms: t & i: @burnbraefarms
Delta Faucet: t & i: @DeltaFaucetCAN

BRONZE

Crosby's: t: @CrosbysMolasses
Manitoba Canola: t & i: @CanolaGrowers
House of Anansi: t & i: @HouseofAnansi
Natural Delights: t & i: @NDmedjooldates
Nature's Path: t: @NaturesPath i: @naturespathorganic
Raincoast Books: t & i: @RaincoastBooks
Samuel Adams: t: @SamuelAdamsCA i: @samueladamsbeer
Whole Food Market: t & i: WFMVan i: @wholefoodsONT
Foodee: t: @foodee i: @foodee604 @foodee_TO

CONTRIBUTING

Camino: t: @Caminolala i: @caminoamigos
Cartems: t & i: @CartemsDounuts
Chicken Farmers of Canada: t: @chickenca i: @chickendotca
Half Your Plate: t: @halfyourplate #halfyourplate
Nairns Oatcakes: t: @NairnsOatcakes i: @nairns_oats
pyrex: t: @worldkitchenLLC #pyrex
Windset Farms: t: @WindsetFarms i: @windsetfarms

HOSPITALITY, COFFEE & WINE SPONSORS

Four Seasons Hotel Vancouver: t & i: @FSVancouver
Salt Spring Coffee: t: @SS_Coffee i: @saltspringcoffee
Summerhill Pyramid: t & i: @summerhillwine
Tantalus Winery: t & i: @tantaluswine
Tinhorn Creek Winery: t & i: @tinhorncreek

Give your day
Some sassy
sweetness.

Crosby's

For molasses-inspired recipes
visit www.crosbys.com

#Canola Connect

EAT well

savour relationships

#farmtofood

ENJOY! PLANT
GROW
EAT

When we **LEARN** together,
we **GROW** together,

Everyday
3X/DAY
We need
a farmer

MADE
IN
Canada

Manitoba
Canola Growers

Canola!
EAT WELL FOR LIFE
www.CanolaEatWell.com

Nature's
POWER
Fruit

Enjoy your stay in
Vancouver!

NATURAL DELIGHTS
MEDJOL DATES

We're proud to be sponsors!

LET'S CONNECT naturaldelights.ca

**FOR THE
LOVE OF BEER**

The idea of pairing beer with different foods has been around for centuries. With so many layers of flavour in beer to enjoy alongside your favourite recipes, the possible combinations are endless.

From the classic burger to a rich chocolate dessert, there's a beer to create the perfect pairing.
The best part?
Trying everything.

SAMUEL ADAMS
BOSTON LAGER

[@SamuelAdamsCA](https://twitter.com/SamuelAdamsCA)
www.SamuelAdams.com



TITLE SPONSOR

FBC 2014

PLATINUM SPONSORS



Blend & Extend
Mushroom & Beef Blendability

GOLD LEVEL SPONSORS

Canadian Living



SILVER LEVEL SPONSORS



HOSPITALITY SPONSOR



COFFEE SPONSOR



WINE SPONSORS



BRONZE LEVEL SPONSORS



CONTRIBUTING SPONSORS

