



Sales & Marketing Symposium Recap

Attendees of Food, Health and Consumer Products of Canada's (FHCP) annual Sales & Marketing Symposium were challenged to **Be Bold** about business post-pandemic. The theme was fitting as it encouraged us to think differently, boldly, about the future to recover and come back stronger than before. Held on June 14, 2022, the Symposium featured a line-up of eight speakers covering industry trends, the economy, and how to overcome personal and business obstacles for success.

Managing your energy to boost performance

Jill Payne, energy management expert, spoke about how to manage your energy through adjusting your body, focus and dialogue so you can "show up with the capacity to handle anything." Someone with little energy has low capacity, while someone with a lot of energy is often in a better mood with higher capacity, determining how they respond to things. She also emphasized, "from every disappointment is a new ideal situation."



Industry trends: digital privacy, changing retail landscape, and executive talent



"Privacy must be there – you have to be clear and precise about intent," said **Sylvain Charlebois**, Senior Director, [Agri-Food Analytics Lab at Dalhousie University](#), on informing Canadian consumers about digital personal data use. He explained that it is more difficult to connect with consumers in this digital transition, so you need to have a relationship with them requiring data transfer. "Canadians are negotiable [to share their data], but they need to see value." He also shared data on how consumers use flyers. Most Canadians like to get grocery store flyers, with millennials preferring apps while baby boomers prefer mailed paper flyers.

Next, **Bernhard Wessels**, Senior Partner and Head of Consulting at [Total Negotiation Group](#), described the three extremes of retail as experience, execution, and efficiency. He noted while it's difficult to do them all simultaneously, it's important to do so to maximize return-on-investment. An "omni-channel strategy is now vital in converting demand," he added, but it needs to be consistent across platforms.



In a fireside chat, **Pam Kellogg** (left), Vice President, Retail Sales North America at [High Liner Foods Incorporated](#), and **Joanna Goncalves**, Global Senior Director of Marketing at [Boyden](#), discussed insights on the digital transformation, risks and opportunities for the industry, and how executive leadership can develop their teams. “Purpose is the top attractor of talent,” Joanna said. Pam added “leveraging technology resources [is key] because we can’t physically do it all.”



Economic outlook: the Canadian consumer and post-pandemic future



Carman Allison, Vice President Thought Leadership, North America at [NielsenIQ](#), explained that Canadian consumers’ confidence is decreasing due to rising inflation, interest rates, and gas prices. Price increases are leading to “sales contraction across every department except deli and bakery,” and consumers doing more local, online shopping. He also noted the growth of discount retailers and private labels and said, “The new consumer mindset is all about price.”

Continuing the economic discussion, **Robert Hogue**, Assistant Chief Economist at [Royal Bank of Canada](#), noted the strong consumer demand for goods and that employment rates are above pre-pandemic levels. He also highlighted that, “the Canadian economy is running at full capacity, despite some sectors that haven’t fully recovered yet.” However, he warned inflation will “get worse before it gets better,” and the economy is expected to continue growing in the near-term before slowing down.



How to be bold and future-proof your business



Finally, **David Carsley**, Head of Industry, Food, Beverages and Restaurants at [Google](#), highlighted how boldness is key to overcoming some of the industry's biggest challenges, including food inflation, by adopting a growth mindset. Areas to focus on are personalization, talent, and culture, including using rewards programs and first-party data, innovating, promoting multiculturalism and diverse perspectives, and leading with vulnerability. "Are you investing in your people? If not, then you're not being bold," he concluded.

FHCP's 2022 Sales & Marketing Symposium featured thought-provoking speakers offering timely insights. The topics were relevant from industry trends, the economy, to the post-pandemic future, and speakers shared several different ways to be bold to tackle the industry's biggest challenges.