

2021 SUPPLY CHAIN SYMPOSIUM

Supply Chain Symposium- Event Wrap Up

Supply chain professionals have always known the critical importance of domestic and global supply chains, but the pandemic has elevated its critical importance to new levels for both business and government.

On April 22, 2021, Food, Health and Consumer Products of Canada (FHCP) invited industry experts to virtually discuss the impact and influence of supply chain during the current pandemic to the recovery period and post-recovery period at its 2021 Supply Chain Symposium.

With a theme focus on *The Decade of Supply Chain*, topics included the increase in ecommerce demand with consumer habits and geographical challenges, the role of supply chain technology, route to market models and the workforce of the future.

Leadership and Talent

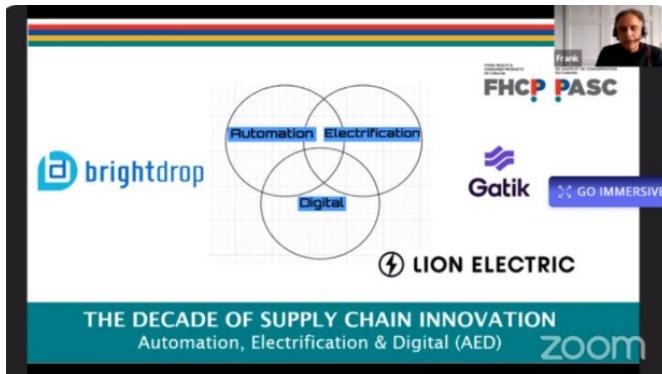
A panel of industry experts discussed supply chain leadership and talent. Moderated by **Kelly Farrell**, President, [Four Corners Group](#), the panel included a wealth of knowledge from: **Salam Akhtar**, Country Head, Supply Chain & O2C Management at [Bayer Inc](#); **Leslie Nicholson**, SVP Supply Chain Operations & Digital Business Transformation at [Nestle Canada Inc.](#) and; **Randy White**, President, [Sysco Canada](#).



The panel explored the role of consumer preferences, including seeking local and sustainable products, on the future of supply chains, as well as the evolution of supply chain positions as they expand into marketing innovation and the need for different professionals to move into supply chain operations. The new and key role of governance into all aspects of the supply chain was also discussed followed by a conversation on the need to reach young people, in universities, and excite them about the future of supply chain and the opportunities for creativity and innovation that these positions can now offer.

Innovation- Blending Electrification, Automation and Digital

Following the panel, **Frank Scali**, FHCP Director, Industry Affairs, spoke of the immense level of innovative change to come in the next decade of supply chain: *"It's going to be the most exciting and revolutionary time. We are truly living in the Renaissance of supply chain."* before introducing three companies who are leading innovators in their space.



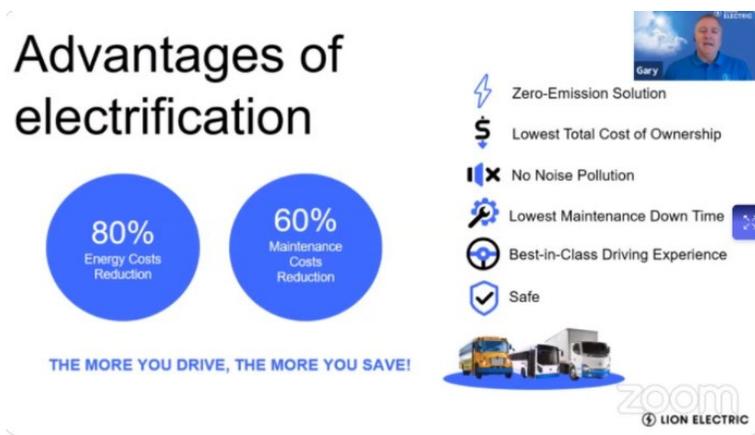
Gary Lalonde, VP, North American Truck Sales, [Lion Electric Co](#) spoke of the ecological and economic benefits to electrifying vehicle fleets. By electrifying only 25% of heavy-duty vehicles and 90% of school buses, savings could be close to 423 million tons of greenhouse gas emissions per year.

Advantages of electrification

- 80% Energy Costs Reduction
- 60% Maintenance Costs Reduction

THE MORE YOU DRIVE, THE MORE YOU SAVE!

- Zero-Emission Solution
- Lowest Total Cost of Ownership
- No Noise Pollution
- Lowest Maintenance Down Time
- Best-in-Class Driving Experience
- Safe



LION ELECTRIC

Next up, **Brad Beauchamp**, Director of Client Solutions, and **Chelsea Hawk**, Client Solution Manager at GM [BrightDrop](#), shared a glimpse into innovative solutions for end-to-end delivery, including a newly established ecosystem of electric first-to-last-mile products with General Motors.

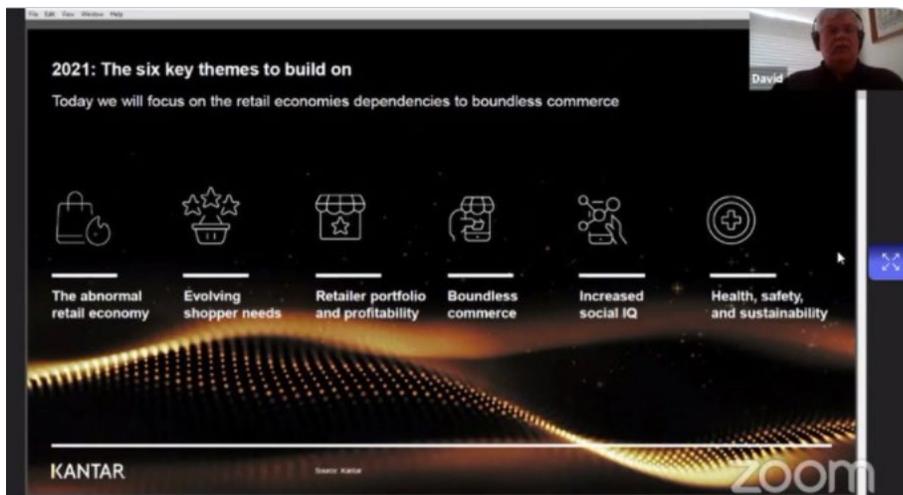


Sam Saad, Head of Strategic Initiatives at [Gatik AI](#), shared an exciting peek into the autonomous delivery network for the middle mile, demonstrating how companies can optimize logistics operations to meet consumer demand for real-time goods, while significantly reducing costs and minimizing human intervention.

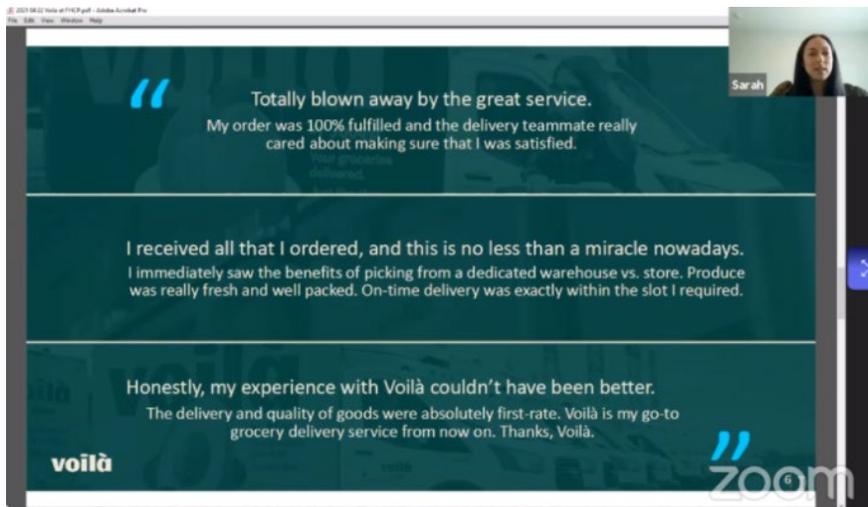


Keynotes

Following a virtual networking break, attendees heard from retail insights expert, **David Marcotte**, SVP Global Insights and Technology at [Kantar](#) who spoke of the surge in Canadian demand and logistic challenges and how industry and society responded to the chaos of 2020 and the resulting market. *“This is a year that’s going to be singular in so many ways”*. David shared insights into the complexity of demand, production and logistics that will continue for the rest of 2021 and how Ecommerce and supporting infrastructure will continue to deal with uncertain demand.



Wrapping up the event, **Sarah Joyce**, SVP Ecommerce for [Sobeys Inc.](https://www.sobeys.com) shared unique insights into Sobeys' ecommerce strategy, their goal to be the #1 online grocery business in Canada, and an inside look at their optimized end-to-end solution powered by Ocado's world leading technology. Members were treated to an inside look at the implementation of Voilà by Sobeys online grocery home delivery service and a peek at what's next with Sobeys, including a goal of 3-4 fulfillment centers across Canada reaching 75% of Canadians and hundreds of stores offering curbside pickup service.



The screenshot shows a Zoom meeting window. In the top right corner, there is a small video feed of Sarah Joyce, labeled "Sarah". The main area of the window displays a presentation slide with a dark green background and white text. The slide features three testimonials, each preceded by a large blue quotation mark. The first testimonial reads: "Totally blown away by the great service. My order was 100% fulfilled and the delivery teammate really cared about making sure that I was satisfied." The second testimonial reads: "I received all that I ordered, and this is no less than a miracle nowadays. I immediately saw the benefits of picking from a dedicated warehouse vs. store. Produce was really fresh and well packed. On-time delivery was exactly within the slot I required." The third testimonial reads: "Honestly, my experience with Voilà couldn't have been better. The delivery and quality of goods were absolutely first-rate. Voilà is my go-to grocery delivery service from now on. Thanks, Voilà." At the bottom left of the slide is the "voilà" logo, and at the bottom right is the "zoom" logo. The Zoom interface includes a toolbar on the right side with icons for chat, mute, and video.