SF4C

Sustainable Food Systems for Canada

Systèmes alimentaires durables pour le Canada

Cultivating Ideas: Solutions in Scaling Sustainable Agriculture

An RBC supported event for the next generation of Canadian agriculture
Hosted by the University of Manitoba

SMARTPARK, 100 Innovation Dr, Winnipeg, MB R3T 6A8

DAY 1 - THURSDAY OCTOBER 9TH 2025.

7:45 am - 8:30 am	Registration and Breakfast
8:30 am - 8:45 am	Welcome, Land Acknowledgement and Overview of the Day
8:45 am - 10:15 am	Problem Identification – Design Thinking introduction and Mind Mapping
10:15 am - 10:30 am	Morning Snack and Break
10:30 am - 11:30 pm	Frame Your Design Challenge
11:30 am - 12:15 pm	Lunch
12:15 pm - 1:30 pm	Solution Ideation – Crafting a Solution to your challenge
1:30 pm - 3:00 pm	Solution Implementation – Prototyping your chosen solution
3:00 pm - 5:00 pm	RBC Announcement

RBC

University of Manitoba

University of Saskatchewan

Arrell Food Institute at the University of Guelph

University of the Fraser Valley Food and Agriculture Institute

University of Alberta

University of Guelph

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Bruce Campbell Farm & Food Discovery Centre, 1290 Research Sta Rd, Glenlea

DAY 2 - FRIDAY OCTOBER 10TH, 2025.

7:45 am - 8:30 am	Breakfast
8:30 am - 8:45 am	Welcome to Day 2– Overview of the Day
8:45 am - 9:25 am	Pitch Workshop
9:25 am - 10:25 am	Students Develop Pitches
10:25 am - 11:10 am	Students Practice Pitches
11:10 am - 11:20 am	Quick Break - Students send slides
11:20 am - 11:50 am	Pitch Showcase – 4 teams present pitches to panel of judges
11:50 am - 12:15 pm	Judges to Deliberation Room
12:15 pm - 12:25 pm	Announce Winners
12:25 pm - 12:30 pm	Closing Remarks
12:30 pm - 1:30 pm	Lunch
1:30 pm	End of Programming

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