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AGENDA

17th ANNUAL GENERAL MEETING AND CONVENTION

Sharing the Vision in Agriculture

**January 15 - 16, 2013
Banff Park Lodge, Banff, Alberta**



Premier of Alberta

Office of the Premier, 307 Legislature Building, Edmonton, Alberta T5K 2B6 Canada



Message from Honourable Alison M. Redford, QC Premier of Alberta

On behalf of the Government of Alberta, it is my pleasure to welcome you to the Wild Rose Agricultural Producers 2013 Annual General Meeting and Convention.

Agriculture is Alberta's largest renewable industry and part of the economic foundation of this province. The agriculture sector continues to succeed through the hard work of our producers and because of the industry's innovation, ability to adapt and create new opportunities.

This is a great time to be involved in Alberta's agriculture industry. Fuelled by the strength of our economy, we are well positioned to increase our leadership role in Canada and the world.

One of my priorities for our government is to strengthen our province's economy by enhancing access to global markets and developing access to new markets. We are making significant progress in this area and we will continue to work closely with the federal government to ensure that our producers and exporters can trade their products throughout the world.

We are committed to investing in strategic programs that strengthen our agriculture sector through research, environmental stewardship, food safety, market development, livestock welfare, energy efficiency, water management and investment in communities.

Best wishes for a successful event!

Alison M. Redford, Q.C.

January 15, 2013



ALBERTA
AGRICULTURE AND RURAL DEVELOPMENT

Office of the Minister
MLA, Wetaskiwin-Canrose



MESSAGE FROM THE MINISTER

I am pleased to welcome everyone to the Wild Rose Agricultural Producers 17th Annual General Meeting and Convention in Banff. This year's theme is *Sharing the Vision in Agriculture* and I know you have a great slate of speakers and presenters lined up who will do just that.

I must commend your members' efforts in promoting HayEast 2012, which ensured livestock producers in eastern Canada benefitted from our bounty in their time of need. Such generosity does not go unnoticed or forgotten.

Agriculture is the largest renewable industry in Alberta and an essential part of our provincial economy. I applaud all of your hard work over the past year to ensure our industry remains strong and vibrant.

A strong rural Alberta is essential to the future of this province and our industry. Rural communities are at the heart of our agriculture sector and home to some of the most innovative producers and entrepreneurs in the country. Every day, rural Albertans embody our province's pioneering spirit and are admired for their devotion to family, community, and the environment in which they live.

On behalf of the Ministry, I look forward to working with you to ensure that Alberta's agriculture industry remains productive and sustainable for generations to come.

To all participants, organizers, speakers and guests, I would like to extend my best wishes for an informative AGM and Convention and continued success through 2013.

Verlyn Olson, QC
Minister



Agriculture

more than ever

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Wild Rose Agricultural Producers
is a proud champion of this cause



MESSAGE FROM THE PRESIDENT

Who better than those in the agriculture industry to understand the enthusiasm generated by a new year and a new growing season? New technologies and new possibilities? We are amazingly skilled at looking to the future – it motivates us through challenges, and energizes us when things are going well.

Over the next couple of days, we will be hearing from great speakers who will be sharing their visions of how some of the concepts implemented or introduced in the last year will impact our industry in 2013 and beyond. We'll learn about changes to our old ways of doing business, and of opportunities to conduct business in new ways.

We will also be talking about a new governance vision for our organization. First introduced to you at last year's annual general meeting, our board of directors, regional directors, and even some past directors, have invested significant time and effort into evaluating the changes needed to renew Wild Rose Agricultural Producers and ensure our ongoing relevance into the future. I thank them for their dedication and generosity of spirit.

Even the location for our AGM is new this year – and I encourage you to share your thoughts with us about venue, speakers, and event format, so we can ensure we're representing your wishes when we plan our next get together.

Welcome to the Wild Rose Agricultural Producers' 17th Annual General Meeting and Convention. I invite you to grab a cup of coffee, make yourself comfortable, and join us in *Sharing the Vision in Agriculture*.

A handwritten signature in cursive script that reads "Lynn Jacobson". The ink is dark and the signature is fluid and legible.

WILD ROSE AGRICULTURAL PRODUCERS
17th ANNUAL GENERAL MEETING & CONFERENCE
AGENDA

Monday, January 14

5:30 to Registration & Welcome Reception - **Sponsored by Agrium**
7:30 pm

Tuesday, January 15

7:00 am Registration & Breakfast - **Sponsored by CWB and Strata Benefits**

8:15 am Call to Order
Welcome and Introductions
Approval and/or Additions to the Agenda
Minutes of the 16th Annual Convention

8:30 am President's Report
Lynn Jacobson

8:45 am Executive Director's Report

8:50 am Auditor's Report
Darcy Koshman, Koshman and Associates
Motion to Approve Submitted Financial Statements
Motion to Ratify Actions of the 2012 Board of Directors

9:15 am Governance Vision
M. Grace MacGregor, Director

9:45 am Coffee Break - **Sponsored by Koshman and Associates**

10:00 am Discussion and Voting on Resolutions

10:45 am myRM - Community Portal to Weather, News and Events
Aj Thakker, Communications Manager, APAS

11:40 am Greetings from Farm Credit Canada
Clem Samson, VP Western Operations

12:00 pm Lunch - **Sponsored by Alberta Sugar Beet Growers
and Beekeepers Commission of Alberta**

NOMINATIONS OPEN

Tuesday, January 15 (cont'd)

12:40 pm Greetings from The Co-operators
Marc Duplantie, VP Co-operative Business Development

1:00 pm Keynote Speaker - Wendy Holm
Where did your last meal come from?
Food, farming and public policy - Sponsored by The Co-operators

“Local food” is a trendy phrase, but without Canadian farmers to provide food to our cities, food security is off the table. We “get” this as Canadians, but do we really understand what it means? Treating farmers like dirt undermines our future. It will take years to fully understand the effects of Ottawa’s dismantling of the Canadian Wheat Board. In the media today, right wing pundits with more ink than think are quick to offer up Canada’s supply management policies on the alter of yet another trade “deal” (Trans Pacific Partnership). Meanwhile, foreign investors are buying up vast tracts of Canadian farmland. What does this all mean to issues of food sovereignty, food security, food safety and food sustainability? How can communities meaningfully engage in this discussion before it is too late? Through story and example, why food security and food sovereignty are essential components of a sustainable future for Canada, and what policy respect for our farmers and our communities really looks like.

2:15 pm Coffee Break - Sponsored by UFA

2:30 pm Update from the Canadian Federation of Agriculture
Ron Bonnett, President, CFA

3:00 pm Update from the Canadian Grain Commission
Jim Smolik, Assistant Chief Commissioner

3:30 pm CWB - New Era
Glenn Tole, Director, Country Operations

4:00 pm Adjourn

MEETING TO RECONVENE AT 8:00 AM, WEDNESDAY, JANUARY 16

5:15 pm First bus to MountView Barbecue departs from hotel lobby

5:45 pm Second bus departs from hotel lobby

5:30 pm Social & Silent Auction (cash bar)

6:30 pm Banquet & Entertainment

Wednesday, January 16

- 7:00 am **Breakfast - Sponsored by Federation of Alberta Gas Co-ops and Alberta Federation of Rural Electrification Associations**
- 8:00 am Welcome
- 8:05 am Member Organization Presentations
- 9:00 am Discussion and Voting on Resolutions
- 9:45 am ProjectN: Farmer Owned Fertilizer Manufacturing
 Bob Friesen, FNA-Stag
- 10:05 am **Coffee Break - Sponsored by The Western Producer**
- 10:15 am **Western Farm Leaders Round Table**
 Norm Hall, Agricultural Producers Association of Saskatchewan
 Curtis McRae, Keystone Agricultural Producers
 Lynn Jacobson, Wild Rose Agricultural Producers
- 11:00 am **Cigi - Working for you**
 Dave Burrows, Client Relations & Communications
- 11:30 am **Trade Initiatives**
 Peter Kuperis, Domestic & International Trade Policy
 Alberta Agriculture and Rural Development
- 12:00 pm **Lunch - Sponsored by Canadian Grain Commission and FNA-STAG**

NOMINATIONS CLOSE / RESOLUTIONS CLOSE

Wednesday, January 16 (cont'd)

- 12:45 pm Presentations/Election of 2013-14 Board of Directors
- 1:00 pm Discussion and Voting on Resolutions
- 1:30 pm Election Closes
- 1:45 pm Board Meeting
- 1:50 pm Executive Announced
- 2:00 pm New Business
Summary President Elect
- 2:15 pm President's Closing Remarks and Adjournment

Thank you for joining us for our 17th Annual General Meeting.

Have a safe trip home!



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At the Podium

In Order of Appearance

Aj Thakker, Agricultural Producers Association of Saskatchewan

What can be said about Aj that hasn't already been said or that he wouldn't be mildly offended to hear!!!! "Gifted genius" is the phrase he likes to hear when his name is mentioned. It's not usually the phrase that first comes to mind though....



Besides providing APAS with a wide range of communications, marketing and strategic leadership, Aj manages his own award-winning Special Events and Multi Media Production company called Smart Ideas Creative Communications. Aj's ideas and events have been widely recognized by the industry and his peers alike:

- Excellence in Exhibit and Sponsorship strategies recognized internationally by Exhibitor Magazine with the "2005 Exhibitor All Star" award.
- Excellence in event strategy and execution recognized internationally by Corporate Events Magazine with the "2005 Hospitality Event of the Year – Results Tier" award.
- Excellence in multi-media production recognized by the Canadian Agricultural Marketing Association's Best of CAMA 2008 Certificate of Merit.
- Plus numerous CAMA, CBA and other awards from a wide range of award programs.

Clem Samson, Farm Credit Canada

As VP, Western Operations, Clem is responsible for overall management of operations in Alberta and British Columbia. Clem received his post-secondary education in the areas of Business Administration and Finance from the University of Saskatchewan and the University of Regina and brings 17 years of experience with a chartered bank. Since joining FCC in 1999, Clem has held various positions in credit risk and district management, and was most recently Vice-President of Prairie Operations before assuming his current position on July 30, 2007. Clem is very involved with the 4-H movement and is presently a member of the "4-H Foundation of Alberta Legacy Fund Committee".



Marc Duplantie, The Co-operators



Marc Duplantie is the new Vice President, Member Relations and Co-operative Business Development. He was the Director of Group Sales for Co-operators Life in Quebec and is also responsible for building and managing the relationships with member-owners in Quebec. Marc has over 14 years of experience in the insurance industry, including over 8 years with The Co-operators. Prior to joining Co-operators Life in 2008, Marc was a regional manager with HB Group Insurance where he assumed responsibility for developing marketing and business development strategies and customer relationships. Marc holds his Commercial, Personal Lines, and Group Benefits Insurance Licences. He is currently enrolled in the St. Mary's University Master in Management, Co-operative and Credit Union program. Marc has a demonstrated track record in bringing different stakeholders together to explore service and product solutions and is recognized for his strong and sincere relationship building efforts with members.

Ron Bonnett, Canadian Federation of Agriculture



Ron Bonnett, President of the Canadian Federation of Agriculture (CFA), has had a long and varied career in agriculture. In the mid-1980s, he became the founding president of the Algoma Federation of Agriculture, where he helped combat high interest rates. He also was engaged in municipal politics during this time. He served as councilor and reeve of the Township of Plummer where he advocated for rural economic development, inter-municipal cooperation, and a strong agriculture sector.

In 1997, Ron sat on the provincial board of directors for the Ontario Federation of Agriculture (OFA) and the OFA executive. He was the OFA Vice-President for two years, and also served as the OFA President for four years. During his time with OFA, Ron sat on the CFA National Council and CFA Executive, before becoming 2nd Vice-President in February 2007. He has held the role of CFA President since June 2010.

Ron is currently CFA's representative for Health Canada's Pest Management Regulatory Agency (PMRA) Advisory Committee and Canadian Agricultural Human Resource Council (CAHRC). As an advocate of agriculture at the international level, Ron has served on the executive committee of the International Federation of Agricultural Producers (IFAP).

In addition to his work at CFA, Ron is also the current President of Beef Improvement Ontario and planning committee chair for Ontario's Agricultural Management Institute. In 1975, Ron and his wife, Cathy, bought a dairy farm in Bruce Mines, located in Northern Ontario, which they operated until 1995. Since 1995, they have operated a cow-calf farm. Ron and Cathy have a son, Terry; a daughter, Veronica; and three young grandchildren.

Jim Smolik, Canadian Grain Commission

A grain producer since 1972 in Dawson Creek, BC, Jim has been Assistant Chief Commissioner of the Canadian Grain Commission since 2007. He has expertise in all areas of production, handling, transportation and marketing of grains, oilseeds and fine seeds. He has served with the British Columbia Grain Producers Association (including service as President), 1987 to 2007; as Executive member, Grain Growers of Canada (including service as President), 2000-2007; National Safety Nets Advisory Committee, 1997-2006; Next Generation APF Advisory Committee, 2005-2007; and as a Board member, Canadian Agri-Food Trade Alliance, 2006.



Glenn Tole, CWB

Glenn has 32 years experience in the grain industry, with a diverse background and areas of responsibility that have encompassed grain procurement, sales, crop inputs, transportation, logistics, finance and information systems.

As Director, Country Operations for CWB, Glenn is responsible for grain procurement/sales and 18 sales staff located across western Canada. Glenn graduated from the University of Manitoba with a degree in agriculture.



Bob Friesen, FNA-STAG

For over 18 years, Bob Friesen has been a strong voice for agricultural producers. From 1999 to 2008 he represented farmers from every province and commodity sector as President of the Canadian Federation of Agriculture (CFA).

On the world stage, Bob has represented the interests of Canadian producers in international trade talks with the Cairns Group and the World Trade Organization. He is also a past Vice-President of the International Federation of Agricultural Producers, the organization that seeks to promote the interests of primary producers around the world.



For the last four years, he has been Vice President, Government Affairs, at Farmers of North America and CEO of the FNA Strategic Agriculture Institute. In these roles, Bob engages producers, organizations, business and government in recognizing the importance of improving farm profitability through farmer empowerment. He also hosts a bi-weekly radio show entitled Cultivating MarketPower.

Wendy Holm



An award-winning resource economist, Agrologist and journalist, Wendy has covered stories at the forefront of Canadian policy since the early 1990's, picking up seven national journalism awards since 2003.

During her 35-year career, Wendy has provided policy advice to public and private sector clients in the areas of agriculture, resources, regulation, competition policy, trade and international co-operation.

A twice-honoured Queens Medalist (1993, 2002) and BC Agrologist of the Year 2000, Holm was recognized in 2008 as one of only nine Distinguished Alumni in UBC's agriculture faculty since it opened its doors to students in 1918. In 2009, Wendy was honoured as the Western Canada recipient of Farm Credit Canada's Rosemary Davis Award for passion and commitment to agriculture.

Holm served for 10 years as an elected Director of Vancity Credit Union, Canada's largest financial cooperative. Wendy has also served as Director, Okanagan Valley Tree Fruit Authority, President, BC Institute of Agrologists, and BC Director, Agricultural Institute of Canada.

As Senior Project Associate for Cuba with Vancouver-based NGO Sustainable Cities, Wendy's work in Cuba to bring together Canadian and Cuban dairy farmers in a project of international cooperation earned her the 2007 CIDA-MEC International Cooperation Award for sustainability.

Since 2005, Holm has also taught a Cuba-based University of British Columbia three credit course to Canadian and international students on sustainable agriculture.

Wendy is completing her final year of a (second) Masters in Management, Cooperatives and Credit Unions, Sobey School of Business, Saint Mary's University, Halifax.

Wendy Holm lives and writes on Bowen Island, BC.

Norm Hall, Agricultural Producers Association of Saskatchewan



Norm Hall was born and raised on a farm near Wynyard, Saskatchewan, which he now owns with his brother. Together on their century farm they plant approximately 4500 acres in annual seed and commercial crops, 40 acres in an agroforestry project, 600 acres in hay and pasture, with 1300 acres set aside for the environment.

An active member of his community, Norm has served on the Board of Directors of the Wynyard Co-op Association (1985-87), Wynyard Credit Union (1994-96), and the Wynyard Co-op Farm Centre president (1994-present). Norm has also served as Saskatchewan Wheat Pool delegate (1986-2005), Wynyard Chamber of Commerce (1993-2009) president (1995-97), Canadian Young Farmers' Forum (1998-2002) chairman (1999-2001), Saskatchewan Young Farmers' Forum co-founder and chairman (1999-2003), and the District #20 ADD Board (2001-present). He has coached gymnastics since 1978 and has been the head coach of the Wynyard Gymnastics Club since 1980.

Norm was first elected as an APAS Rep in October 2003, to the APAS Environment committee at the 2004 AGM, and to the APAS board of directors in December 2005. Norm is currently the Governance Committee Chair and District 4 Director.

Norm is married to Fern and they have three children, Kevin (Saskatoon), Jamie (Regina) and Travis (Winnipeg).

Curtis McRae, Keystone Agricultural Producers



Curtis has been active in KAP as a member of the Young Farmers Committee, a representative on General Council, a member of his district board, a member of the Executive Committee, and chair of the Rural Development and Land Use Committee. He is running for vice-president in the upcoming KAP elections.

Curtis has also worked on KAP's behalf with the Lake Friendly project, acting as spokesperson at the launch of the initiative. He also sits on the East Interlake

Conservation District board of directors and the South Interlake Land Management Association board of directors.

Curtis is passionate about bridging the rural/urban divide, and has worked extensively with Agriculture in the Classroom. As a board member and a representative of the program, he has visited various Manitoban schools and joined farmer panels that answer queries on farming from the non-farming public.

Curtis holds an agricultural engineering degree from the University of Manitoba. He and his family farm a 5,000 acre mix, including cattle, near St. Andrews.

Dave Burrows, Cigi

Dave Burrows is Director, Client Relations and Communications and a member of Cigi's Executive Management Committee. Dave joined Cigi after spending a number of years at CWB where he was VP, Farmer Relations and Public Affairs and oversaw the wheat branding initiative, domestically and internationally.



Prior to this, Dave was Vice-President at a Winnipeg based agency where he was responsible for strategic planning for a wide range of clients. Dave has also managed various nationally recognized brands at two large multinational corporations in Toronto, from where he moved with his family to Winnipeg in 1994.

Peter Kuperis, Domestic & International Trade Policy, ARD

Peter is a trade policy specialist with Alberta Agriculture and Rural Development. As Branch Head, he works on trade agreements such as the World Trade Organization and the Canada-European Union Comprehensive Economic and Trade Agreement (CETA). He also works to defend Alberta programs in trade disputes. Peter has a master's degree in Agricultural Economics from the University of Alberta.

