The Saskatchewan Agrologist

The Next Generation of AGRICULTURE

PLUS

Provincial Growth Plan: Cultivating the Future

The Business of the Field, the Family & the Future

Faces of Agrology

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Members in the Media: AgBio 2012/2013 Teaching Awards

The teaching awards, presented by the College of Agriculture and Bioresources, recognize and reward faculty who achieve a very high standard of teaching in their courses, including faculty who combine superior teaching with a substantial contribution to improving the teaching program and learning environment in the College of Agriculture and Bioresources, and the University of Saskatchewan.

North American Colleges & Teachers of Agriculture (NACTA) Teaching Award

Professor Tom Yates, PAg

The highest award is the North American Colleges and Teachers of Agriculture (NACTA) Teaching Award.

This year’s recipient is Dr. Tom Yates. Tom has been a lecturer and leader for the Bachelor of Science Renewable Resource Management program since its inception in 2007.

In addition to the development and delivery of both lecture-based and field courses he has been responsible for all aspects of coordinating and facilitating off-campus student activities.

Tom has published papers on teaching methods; he has a large teaching load and, not least of all, uniformly positive teaching reviews and student feedback.

“Tom Yates is the most helpful, involved and hard-working professor I have ever had.”

“The skills that I have acquired through this course and ones that I will use throughout my career.”

“Awesome program, teacher, course!”
Dean’s Teaching Excellence Award

Professor Rob Roy, PAg

Rob Roy is the recipient of a Dean’s Teaching Excellence Award.

Rob’s contribution to teaching as academic advisor to 170 agribusiness and agricultural economics students is key to providing a human face to our college for students.

The value placed on Rob’s advising was confirmed when he received the first-ever USSU Academic Advising Award for 2011/12.

In addition to a heavy teaching load, Rob is an active member of the National Academic Advising Association, serving on the faculty advising commission.

Students have commented:

“I really appreciate that he makes time for students and is always willing to help with clarity topics that do not make sense”

“I wasn’t interested in this course at all but after having taken it, I am very interested in the marketing aspect of agriculture.”

“He was very approachable, ask him anything and he helped you out.”

“Rob knows his stuff and teaches it good too.”
The Next Generation of Agriculture

by Mary Buhr - Dean of College of Agriculture and Bioresources, University of Saskatchewan

In the last couple of weeks, I’ve been to Agribition in Regina, to the Grow Canada conference in Ottawa, and to my daughter’s high school in Saskatoon. Each place displayed the future of our country, indeed our world. Agri-products and many agri-industries were really prominent at Agribition and at Grow Canada – but the future that was evident in all three places was the young people.

They naturally differed at each place. At Agribition, there were huge numbers of noisy excited school groups with parents and teachers (whom I sometimes pitied!). Teenagers in small clusters wandered the exhibits, usually with phones in hand. Kids of all ages were in the show rings and preparation areas, intent, busy, often tired, sometimes disappointed, but keenly involved.

Grow Canada primarily attracts executives of the many industries associated with Canadian crops, but the organizers recognise the importance of engaging young people, and have in each of the last 2 years had a panel of young people ranging in age from 16 to early 20s. They were enthusiastic and challenging, clearly articulating their views and expectations. My daughter’s Grade 12 classmates came in with a noisy rush and quickly settled into the immobile flat-eyed poses of teenagers not wanting to stand out. However, they listened, thought about the material and asked good questions.

I’m sure that you can guess why I’m sharing this with SIA – agriculture needs these kids. Our world – their world – desperately needs them to bring their energy, optimism, fresh approaches and environmentalism to the enormous challenges that are coming with the burgeoning population, climate variability and environmental degradation. We must bring them to the many dimensions of agriculture.

Every chance we get, to any and every audience, brag a little - and bring a kid to agriculture.

So how do we do it? I wish I knew. However, I do want to share a clue given by one of the students themselves. She was a member of the youth panel at last year’s Grow Canada conference, who was asked publicly “How do we engage today’s youth? Why aren’t your generation more interested?”
And to the audience of global corporate executives, government leaders and very important people, this second year university student said “This conference has been an amazing experience. I’ve listened to presentations from world thought leaders, and heard how you all are working and dedicated to solving some enormous problems. I had no idea this was what agriculture did. I know about most of your companies, I know your products – I did not know that you were doing such amazing things for global problems. I am so excited! I am going to go back and tell my friends and I am definitely staying in agriculture! Why aren’t you telling people? You want youth involved – why are there only four of us here? Can’t most of your organizations afford to pay for one deserving young person to come and see how exciting a career this is?”

Brave words from a bold student, indeed. I mentioned I found a clue in this answer – and I want to assure you that the clue I found does not lead me to urge you to throw money to attract youth to agriculture. The clue leads me to each one of us. She said “Why aren’t you telling people?”

We need to celebrate what we love. Not whine about our daily problems and frustrations, and what a pain the weather is, but about all that is wonderful and amazing in agriculture. What a good career we’ve had, what varied jobs we’ve held, how important and rewarding it can be, how much good can be accomplished, how much fun this is. The people we’ve met, the places we’ve seen, the crazy things we’ve done, the fabulous friends we’ve made. Every chance we get, to any and every audience, brag a little – and bring a kid to agriculture.

Mark Your Calendar

2013 SIA Annual Convention
March 19 to 21, 2013
Dekker Centre - North Battleford, SK
Theme: Adaptation: Insights for Agriculture and the Environment
The Institute: Looking Back - Looking Forward

by Al Scholz, PAg, CAC, CMC - Executive Director & Registrar of the SIA

It’s been almost a year since I joined the SIA provincial office as Executive Director in January 2012. I had the guidance of a newly written Strategic Plan, which outlined an agenda for change. In addition to me, there has been a change of other office staff. New people and new ideas have resulted in a new look for the organization.

Weekly Agrology Update Email
We hope you’ve enjoyed the weekly Agrology Update Memo, which was developed to increase the flow of information to the membership – and also to employers. We want to maintain the promise of being able to read the email in “2 minutes”, with a format that quickly gives you the highlights of updates, CPD events and employment opportunities.

Student Initiatives
The students are the future and it is important they are aware of the profession they will join after graduation. The first year class of 2012 is over 250 members, the largest in history, which puts total enrolment over 1,000 students. Thus there has been an increase in the activities with the students enrolled in the College of Agriculture and Bioresources at the University of Saskatchewan. A highly successful Resume & Interview Workshop was coordinated bringing in the industry’s leading employers as speakers. This initiative led has led to one student being hired in a professional role and proudly wearing her bright blue “What is an Agrologist?” t-shirt.

Increased Awareness Activities
SIA is investing more in public awareness of the profession and the role of members within the agricultural, bioresource, food and environmental sectors. This includes an awareness campaign with the Western Producer and weekly newspapers across the province. This is vital to the mandate of protecting the public from the unauthorized practice of agrology – and to strengthen the institute.
National Agrologist Body
Agrologists/Agronomes Canada, the national agrologist body, was officially launched this past September. SIA is an active member of the national board of directors, which has set objectives for a common definition of agrology, standardized requirements for registration, standardized requirements for continuing professional development – and having a national awareness campaign of the role and importance of agrology.

Branches
There have been a number of new initiatives with the SIA branches. The Branches have three objectives: provide CPD opportunities, increase awareness of the profession, and network with high schools and students. The office is working with the Branch executives to enhance the level of activity in all three areas.

Modernization of the Act
Planning is underway to "modernize" the existing Agrologists Act, 1994, as well as the corresponding set of updated bylaws and policies. The volunteers of the Acts & Bylaws Committee are to be commended for the work to date and what will need to be done over the next two years before the legislation is in place.

Feedback
Last, we appreciate the comments and suggestions from SIA members. If you have a thought please send a quick email or give us a call. We like hearing from members.

All the best in 2013!
Greg Mitschke Memorial Scholarship
by Barry Rapp, PAg - SIA Regina Branch Member

The SIA Regina Branch is pleased to award the Greg Mitschke scholarship of $1000 to a deserving 1st year College of Agriculture and Bioresources student at the University of Saskatchewan. Preference is given to applicants who attended high school in the Regina Branch area. The objectives in awarding the scholarship are to encourage students to pursue an agriculture-related career through post-secondary education and to profile the role SIA plays in ensuring the public receives competent advice from agrologists.

Matthew Smith the 2012-13 Recipient

Matthew Smith grew up on the family farm at Abernethy and in the essay he submitted he states he is of the opinion the agriculture industry holds endless opportunities. The challenge and excitement of agriculture led him to enroll in the College of Agriculture and Bioresources at the University of Saskatchewan with plans to major in agronomy.

Congratulations Matthew. We look forward to welcoming and working with you as a colleague and Professional Agrologist in the years ahead.
**WEDNESDAY, JANUARY 9, 2013**

**10:45am**

**FIELDS OF CORN & BEANS**

The emergence of corn and beans as cropping alternatives on the southern prairies.

**Les Kletke, PAg**

Les Kletke was instrumental in introducing soybeans to Manitoba. He has authored 6 books on agriculture and international business. Les believes that if you eat you are involved in the business of agriculture.

**2:30pm**

**FUTURE OF AGRICULTURE**

Long range thinking on how global trends will impact prairie production, margins and exports.

**Christophe Pelletier**

Christophe Pelletier is one of the world’s experts on the future of food & agriculture. His mission is to help his clients explore, shape & create the future through presentations, seminars & research.

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**THURSDAY, JANUARY 10, 2013**

**10:45am**

**WORLD WEATHER WATCH**

The projected Saskatchewan short and long range weather conditions for the summer of 2013.

**Drew Lerner**

Drew Lerner is President and Senior Agricultural Meteorologist of World Weather, Inc. He has been supporting the ag industry by providing detailed short & long range weather predictions for each major crop area in the world.

**2:30pm**

**PRAIRIE STORM CHASING**

Practical ideas on how the increase in storms will impact prairie agriculture.

**Greg Johnson**

Greg Johnson is one of Canada’s top professional stormchasers. Greg’s mission is to inspire others to chase their own passions. When Greg is not hunting storms, he enjoys life in Regina - cheering for his Roughriders.

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**Proudly Presented by:**

**Saskatchewan Institute of Agrologists**

Agrologists are science-based professionals in agriculture, bioresources, food & the environment who responsibly teach, provide advice & conduct research.
Earlier this fall, the Premier outlined a comprehensive and detailed strategy that sets out a vision for the province by 2020. The purpose of growth is to achieve a better quality of life for all Saskatchewan residents. An expanding economy is the foundation of growth. In order to achieve this, the government has outlined some ambitious and exciting objectives.

The objectives include:

- 1.2 million people living in Saskatchewan by 2020;
- 60,000 more people working in Saskatchewan by 2020;
- Lead the country in Grade 12 graduation rates by 2020;
- Eliminate wait times in emergency rooms by 2017;
- $2.5 billion invested in infrastructure over the next three years;
- Invest $344 million to add 12,600 new housing units by 2016;
- Lower the incorporated business tax rate from 12 to 10 per cent by 2015; and
- Continue to balance the budget every year.

There are five additional Growth Plan Objectives that deserve a closer look and that directly impact you and I, and our everyday work in Saskatchewan’s agriculture industry.

These are:

- Increase crop production by 10 million tonnes by 2020;
- Increase exports of agricultural and food products from $10 billion in 2011 to $15 billion in 2020;
- Establish Saskatchewan as an international leader in biosciences by 2020;
- Make Saskatchewan a global leader in food production, food security and food innovation; and
- Grow value-added agriculture in Saskatchewan.

An international presence, the exploration of new trade opportunities, leadership in the biosciences and investment in the value-added industry have been staples of the Ministry’s Strategic Plan for some time and the Growth Plan builds on what we’ve already begun.

2011 was the first time ever that Saskatchewan reached $10 billion in agri-food exports, surpassing Ontario and Alberta as top exporter of agricultural goods. We look forward to reaching $15 billion in exports by 2020. That is a 50-percent increase and a target that is not only achievable, but necessary. As developing world markets emerge and as sector economies fluctuate, Saskatchewan has to capitalize on one of its specialties: quality, safe agricultural products. The province also holds Canada’s most diversified agriculture industry, a sizeable trade asset in today’s world. The Ministry continues to explore new opportunities for international trade and with the International Market Development Program, we’ve seen new initiatives that bring Saskatchewan producers and products to the world and new investment to our industry.

Your ideas, your work and your passion support our producers in the field and drive the future of agriculture.
Saskatchewan hosts a third of Canadian biotechnology capacity. Innovation is what our industry is known for and innovation will drive us forward.

Saskatchewan is still very much a leader in the production of cereals, oilseeds, meat, pulses and specialty crops. Our crop production currently stands at more than 25 million tonnes and to meet the Growth Plan objective, we will need a 40-percent increase. This will allow our producers to remain competitive and will contribute to the provincial economy; but this objective is also about meeting the needs of a world population expected to reach nine billion by 2050. The world will need to double its food production in order to feed the population and with 40 per cent of Canada’s arable land, Saskatchewan is well-positioned to help meet the demand.

With the Growth Plan and the Ministry’s focus on innovation, Saskatchewan will become a leader in food security, food innovation and in biosciences as well. Our government committed the largest agriculture research budget ever last year to the tune of over $20 million. We also continue to develop programs that encourage new innovation in the field, which contributes to our substantial research infrastructure. Saskatchewan hosts a third of the Canadian biotechnology capacity and this province has been developing new crop varieties for decades. Innovation is what our industry is known for and innovation will drive us forward.

The Ministry will continue to listen to the needs of the industry and find ways to best foster innovation and partnership. The Ministry has been pivotal in fostering value-added operations in the province and in ensuring science-based regulation for the industry.

From you, I look for that very innovation. I speak of capacity in this province but it is not only physical, it is also overwhelmingly intellectual. Your ideas, your work and your passion support our producers in the field and drive the future of agriculture. I look forward to meeting the objectives of the provincial Growth Plan and I especially look forward to the new methods, technologies and breakthroughs that will come from Saskatchewan in the coming years as we cement our place as a world leader in agriculture.
The Business of the Field, the Family & the Future

by Bev Johnson, CA, PAg, FEA, Family Enterprise Advisor & Partner with KPMG Enterprise

In today’s complex economy, businesses expect more from their advisors. This is true whether with primary producers or the agriculture sector in general. The industry will continue to innovate in the areas of genetics, technology, marketing, sustainability and business management. These are areas where they are leaning more on their external suppliers to provide advice and guidance.

What about the business family? The majority of agriculture producers, and even suppliers, are family businesses. For centuries family businesses have been the most enduring, prevalent and successful form of enterprise. Despite their importance to the economy - the knowledge and understanding of family businesses in Canada is sparse.

The 2011 Canadian census reports the family structure has changed dramatically from 1961 to 2012. The traditional nuclear family has nearly disappeared – and this change is affecting the future of the family and the businesses they undertake.

In May 2012 KPMG Enterprise, with CAFE (Canadian Association of Family Enterprise) released survey results showing that nearly half of the respondents (46 percent) neither agreed nor disagreed with the comment, “We expect this business to remain a family business for several generations into the future.” This suggests a lack of clarity among many families over how future ownership and management succession will unfold.

When it comes to business plans and tactics to increase revenue, family owners tend to take immediate, decisive action. However, they are less proactive in tackling ownership, governance and succession concerns. Why?

Many families delay formalizing their management and ownership succession plans because of uncertainties and discomforts, hoping it will resolve over time. But the uncertainties and discomforts not only remain but will often become exacerbated by not addressing the issues.

Despite their importance to the economy - the knowledge & understanding of family business in Canada is sparse.
In our experience, family entrepreneurs tend to not address ownership and management-related concerns because they do not know where to start and fear creating family conflict.

Family members of each generation have different expectations and ambitions for the business. Family disputes can paralyze management of the enterprise, endangering ongoing family control and, sometimes, even the survival of the business.

Like any other enterprise, family businesses need to establish effective governance structures for the business. Unlike non-family enterprises, however, they also need to establish effective governance structures for the family – so both the business and the family have a way to plan and communicate.

Family businesses must find ways to balance the needs of the business against the needs and expectations of family members.

Communication is the key to the continued success of business families. Because the family is changing - it will change their business.

Meeting future opportunities and challenges for the business and the family will require proper governance, structure and clear communication. Get advice from business advisors who have a good understanding of family dynamics and take these dynamics into consideration before doing anything. The family and the business are too important to put at risk.

Often the family business is the largest single investment of the family, so managing the complexities of family dynamics is key to success.
The Saskatchewan Institute of Agrologists is pleased to welcome new members and congratulate members who have fulfilled the articling milestones necessary to achieve full status.

### Articling Agrologists (AAg) - New

- Sara Lemerich, AAg – Viterra
- Kyla Lewis, AAg – Crop Production Advisor
- Anita Fewings, AAg – Agri Team Services
- Kim Boyer, AAg – Klohn Crippen Berger
- Katelyn Holba, AAg – Cavalier Agrow
- Amber Bernauer, AAg – Cavalier Agrow
- Dwayne Donald, AAg – Matrix Solutions
- Brett Tollefson, AAg – Tollefson Farms
- Kara Davis, AAg – Matrix Solutions
- Shawn Gibson, AAg – SK Ministry of Agriculture
- Dunling Wang, AAg – Saskatchewan Research Branch
- Kevin O’Neill, AAg – Matrix Solutions
- Adelagunja Adekunle, AAg – Viterra
- Dustin Brons, AAg – Lake Lenore Co-op Agro
- Jagdeep Dhalwal, AAg – Provincial Galvanizing Limited
- Nadine Robin, AAg – Wendland Ag
- Philip Stephan, AAg – Saskatchewan Research Council
- James Obuh, AAg – Chep Good Food
- Anthony Eliason, AAg – Golden Dee Farms
- Carla Schmitt, AAg – BASF
- Jessica Morton, AAg – G Mac’s AgTeam
- Jodi Holzman, AAg – Control Union Canada
- Sean LeMoine, AAg – AMEC
- Vipen Sharma, AAg – Garda Canada Security
- Amit Bhattachagjee, AAg – Value Village
- Imran Ahmed, AAg – South Saskatchewan River Watershed
- Wali Soomro, AAg – Agriculture Extension Government
- Kirsten Theaker, AAg – Viterra

### Articling Agricultural Technologists (AAT) - New

- Daniel Webster, AAT – Power Rich Corporation
- Tess Strand, AAT – Richardson Pioneer
- Nicole Cross, AAT – G Mac’s AgTeam

### Professional Agrologists (PAg) - New (AAg to PAg)

- Lisa Nemeth, PAg – Sygenta
- Ian Schemenauer, PAg – Self Employed
- Chris Corbett, PAg – Farmlink Marketing Solutions
- Katie Senn, PAg – Grassland Environmental
- Rachel Turnquist, PAg – Redberry Lake Biosphere Reserve
- John Fenwick, PAg – Tetra Tech
- Kyle Gross, PAg – Bayer Crop Science
- Megan Lynch, PAg – Unknown
- Nigel Oram, PAg – Tugaske Co-op
- Kyle Templeton, PAg – Goodland Consulting
- Kale Wilson, PAg – Broadview Co-op
- Helen Booker, PAg – University of Saskatchewan
- Shakeel George, PAg – Viterra
- Amanda Van De Kerckhove, PAg – Federated Co-operatives
- Jenny Calow, PAg – Farm Stewardship Program
- Mark Carlson, PAg – Self Employed
- Stephanie Dreger, PAg – Farm Credit Canada
Agricultural Technologists (AT) - New (AAT to AT)
Megan Jordinson, AT – Matrix Solutions

Professional Agrologists (PAg) – Dual Membership
Tyler Prediger, PAg – Equilibrium Environmental Inc

Professional Agrologists (PAg) – Reinstatement
Mindy Fladeland, PAg – Matrix Solutions
Kirstin Bett, PAg – University of Saskatchewan
Kevin Dow, PAg – Western Ag Labs

Professional Agrologists (PAg) – Transfer In
Saleem Sanshu, PAg – Saskatchewan Research Council

Articling Agrologists (AAg) – Reinstatement
Christiane Catellier, AAg – University of Saskatchewan
Tiffany Martinka, AAg – Canola Council of Canada

Changes in Membership Numbers

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<th>Not Renewing</th>
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A new initiative underway invites you to champion the agriculture industry and play a role in changing perceptions about agriculture.

Agriculture More Than Ever is a multi-year industry initiative to improve perceptions of agriculture in order to assist the industry to reach its full potential and ensure its long-term viability.

The Saskatchewan Institute of Agrologists is ready to join the conversation as a partner of Agriculture More Than Ever, and hopes you will too.

**Image matters**
To attract the people, skills and investment needed to meet the growing demand for food, those of us involved in agriculture have a responsibility to promote the industry.

Agriculture is one of Canada’s largest employers and a contributor of more than $130 billion dollars to our national economy. We can’t ignore challenges, but when we discuss agriculture, we can choose to focus on the optimism and positive side of the industry.

Agriculture More Than Ever asks those involved in the industry to champion agriculture by engaging in more frequent discussion regarding what’s going well within the industry – filling in information gaps, responding to misguided perceptions and telling the success stories about the industry, online and offline.

The way we portray agriculture has a direct and powerful effect on how the public views our industry. We know that Canadian agriculture is a modern, vibrant and diverse industry, filled with forward-thinking people who love what they do. So, the role of Agriculture More Than Ever is to serve as a catalyst to get people talking about the opportunities and promising future that the industry has to offer.

**How can you get involved?**
You’re involvement can start today with a simple commitment to help share positive stories and change the conversation about the industry with friends, family and others.

You can also check out the Agriculture More Than Ever website at [www.AgricultureMoreThanEver.ca](http://www.AgricultureMoreThanEver.ca). The site was launched in spring to provide a forum for visitors to share their stories about agriculture, hear from others and even learn something new about agriculture that they may not have known before in the facts section.

While on the site, take a few minutes to share your story about agriculture – whether it’s why you love the industry, what you do or just a few lines about what agriculture means to you. And, this doesn’t just have to be in writing – photos and videos are also welcome. There are also a variety of promotional items available for purchase to show your support for Agriculture More Than Ever and the industry.

Follow Agriculture More Than Ever on Twitter at @AgMoreThanEver and “like” the initiative on Facebook at [www.facebook.com/agriculturemorethanever](http://www.facebook.com/agriculturemorethanever). That way you’ll be in the know on all of the latest Agriculture More Than Ever updates.

Agriculture has never mattered more to Canada and the world. It’s time to tell a new story about agriculture and we welcome you to join us to help champion the industry!

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**Brag about your story:** [www.AgricultureMoreThanEver.ca](http://www.AgricultureMoreThanEver.ca)

“Why you love ag?” “What you do?” “What ag means to you?” “Why did you choose ag?”
Stay in Touch: The 2012-13 SIA Team

Provincial Council

President - Craig Smith, PAg 306.786.5685
President-Elect - Shankar Das, PAg 306.374.6938
Public Representative - Norm Collins 306.882.5198
Producer Representative - Berny Wiens, PAg 306.377.4224
Agriculture Technologist - Michael Zenter, AT 306.287.4008
Northwest Branch Councillor - Dave Cubbon, PAg 306.236.2476
Northeast Branch Councillor - Glenn Stacey, PAg 306.921.8346
Regina Branch Councillor - Sandra Shiels, PAg 306.584.9500
Saskatoon Branch Councillor - Jeremy German, PAg 306.463.4622
Southwest Branch Councillor - Tyler Friesen, PAg 306.774.4466
Yorkton Branch Councillor – VACANT N/A

Ministry of Agriculture - Alanna Koch 306.787.5246
College of Agriculture & Bioresources - Graham Scoles, PAg 306.966.4050
Executive Director & Registrar - Al Scholz, PAg, CAC, CMC 306.242.2606

Representatives

U of R Senate - Sandy Lauder, PAg 306.789.6997
U of S Senate - Patricia Flaten, PAg 306.975.0730
Certified Crop Advisors (CCA) - Dave Cubbon, PAg 306.236.2476
Agriculture Hall of Fame - Rick Holm, PAg 306.966.5009
Agriculture in the Classroom - Richard Marleau, PAg 306.373.0596

Branch Presidents

Northeast - Chad Bohachewski, PAg 306.862.2522
Northwest – Katherine Oster, PAg 306.845.2642
Regina - Blair McClinton, PAg 306.569.4437
Saskatoon – Jennifer Bogdan, PAg 306.978.5518
Southwest – Jennifer Garner, PAg 306.778.8702
Yorkton - VACANT N/A