

NEW PILOT PROJECT FOCUSES ON LEADERSHIP

AFC partners with University of Alberta to help develop leaders in agricultural sector

A pilot project for Alberta's agri-food industry has been initiated by the Agriculture and Food Council (AFC) to encourage and shape future leaders for the sector.

AFC will be coordinating the program to offer industry the opportunity to learn and develop skills in conjunction with the University of Alberta School of Business Executive Education.

The partnership between Council and the University of Alberta will tie together the expertise of the Business School with that of the agriculture and food community to deliver to participants a four module course that explores the individual, leading others, coaching and mentoring and leading organizations.

"This is a first for the agri-food sector in the province," said Amber Havens, Innovation in Agribusiness Management Fund (IAMF) Chair.



Amber Havens

"There has not been a program with this combination since the 1970's," she added. "As a pilot, we hope to provide an exceptional learning experience for participants and in turn, tap into their thoughts on what is successful and what more we can offer to build on the program for the future."

The program also provides an opportunity for participants to tackle an individual self-directed project specific to their own circumstances, in

addition to opportunities to work together with other participants on team projects.

"The strength of this program lies not only in the leading edge education with top instructors, but the peer to peer learning of sharing common problems and finding innovative solutions," said Brent Collingwood, Senior Director of Client Development with Executive Education. "Participants are engaged in meaningful, relevant discussions and leave with practical tools they can apply directly to their individual circumstances."

Work on the pilot will begin this fall with an anticipated recruitment program starting in October and the first module starting in December. The four module pilot will wrap up by March 31, 2009.

Funding to support the leadership pilot is provided by Agriculture and Food Council's Innovation in Agribusiness Management Fund, Alberta Agriculture and Rural Development, and Agriculture and Agri-Food Canada's Canadian Adaptation and Rural Development Fund.

More information about accessing the program will soon be available on AFC's website www.agfoodcouncil.com.

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CONGRATULATIONS TO A WOMAN OF VISION

The Agriculture and Food Council (AFC) wishes to congratulate Angela Santiago on being selected as Global Edmonton's Woman of Vision for July 2009.

Santiago, CEO of the Little Potato Company based in Edmonton, is an industry representative on AFC's Human Resources Action Team.

The Little Potato Company began 12 years ago when Santiago's father, Jacob, had a craving for the small creamer potatoes he enjoyed growing up in Holland. Noting that nobody in Canada seemed to be familiar with them, he convinced his recently-graduated daughter Angela to test a sample crop on a borrowed acre of land.

Now the company operates a 30,000 square-foot processing facility from which a half-million small potatoes a week are shipped to major grocery chains across Canada.

For more information, visit www.womanofvision.ca or www.littlepotatoes.com.



Angela Santiago