

**For Immediate Release**

**September 23, 2009**

## **NEW AGRI-FOOD LEADERSHIP PROGRAM LAUNCHED**

**Nisku, Alberta** – The Agriculture and Food Council of Alberta and the University of Alberta’s School of Business Executive Education collaborated to launch a new program to encourage and develop the next generation of agri-food leaders.

“The Agri-Food Leadership Program will address the opportunity to build leadership skills throughout Alberta’s agri-food industry,” said Amber Havens, Chair of the Council’s Innovation in Agribusiness Management Fund (IAMF) Action Team. “As a pilot, we hope to provide an exceptional learning experience for participants and, in turn, tap into their thoughts on what more we can offer to build on the program for the future.”

The program will guide participants from across the value chain on a four-module experience that focuses on understanding one’s self, leading others, coaching and mentoring, and leading the organization. Throughout the program, participants will work on an individual project that is applicable to their own personal situations and present the project to their peers in the final module.

The University of Alberta’s School of Business Executive Education program brings expertise and more than 11 years of successful program development to the project.

”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.”

The deadline for program application is October 23, 2009. Applications and other information about the Agri-Food Leadership Program can be found at [www.agfoodcouncil.com/funding/iamf/leadership.aspx](http://www.agfoodcouncil.com/funding/iamf/leadership.aspx).

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

The Council is a leader in Alberta’s agriculture and food industry. It is a unique agri-food industry agent with a vision for Alberta’s agriculture and food industry to be globally competitive, profitable and sustainable. To help realize this vision, the Council has developed various partnerships with industry and governments. It operates a number of targeted programs and initiatives, and is viewed by industry partners as a catalyst for policy discussions on vital issues and trends affecting the sector.

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