



MEDIA RELEASE

George Morris Centre AGM and Policy Seminar Attracts Large Turnout

Bob Funk, Chair of the George Morris Centre Board of Directors, presided over a near-record of over 80 attendees at the 2011 annual meeting on September 21, 2011. He thanked the Centre's members for their continued support and commended John Schroeder and Harry Koeckhoven for their years of service on the Centre's Board. He also welcomed Ryan Maurer of Grenfell, SK and Wayne Urbonas of Winnipeg, MB as newly elected members of the Board for 2011, joining those individuals who were re-elected for another term: Bob Funk, Frank Ingratta, Bob Hunsberger, Ted Bilyea, Paul Hodgman, Jean Szkotnicki, Brad Wildeman and Tony Hogervorst.

The member's session of the annual meeting came to a close with Funk expressing the Board's support for the direction taken by Centre staff, led by Executive Director, Bob Seguin for the upcoming year.

Mr. Seguin introduced the day's keynote speaker, John Scott, President of the Canadian Federation of Independent Grocers who spoke to the Trends in Canada's Retail Food Sector. Mr. Scott's presentation provided the audience with sense of the dynamics and complexity facing this segment of Canada's agri-food sector. Mr. Scott was clear that farmers and food processors selling into these retail food markets would do well to better understand food retailer strategies and the key consumer values those retailers are trying to address.

An afternoon seminar on Competitiveness in Canada's Agri-Food Sector attracted close to 40 participants and was led by Al Mussell and Kate Stiefelmeyer of the George Morris Centre. The discussion explored the economic outlook and opportunities, global and domestic, facing this sector and the challenges of examining competitiveness in order that Canadian farmers, food processors and others can profitably and sustainably participate in these markets. The seminar conclusion led to an open group meeting exploring what this meant for Canada's agri-food sector, agri-food policies and programs and the challenges in shifting the current mix of programs, policies, and funding-and the need for improved analyses, measurements and overall leadership challenges within the sector.

The seminar slides and the 2011 Annual Report are available on the George Morris Centre's website (www.georgemorris.org). The Centre also plans to release a think piece on competitiveness in the near future.

The Centre's 2012 Annual General Meeting will be held on September 19, 2012.

The George Morris Centre is Canada's independent agri-products think tank, dedicated to provoking informed dialogue on policies and issues and fostering excellence in the agri-products sector.

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