



*MEDIA RELEASE*

**George Morris Centre Speakers Bureau  
Providing expert advice and insight on hot topics in Canadian agriculture**

**Guelph, ON (January 10, 2011)** Researchers at the George Morris Centre have teamed up to create a new speakers bureau, intended to take audiences to a new level of understanding on a broad range of policy and market issues facing the Canadian agri-food and agri-products sector.

Drawing from a wealth of knowledge in areas including competitiveness and productivity, market analysis, trade and innovation policies, and value chain management and analysis, this talented group of speakers will work with industry organizations across the sector, facilitating thought-provoking discussions on policies and issues and identifying trends and opportunities for growth and prosperity.

According to Bob Seguin, Executive Director, the speakers bureau is a natural progression for the Centre. “Over the last 20 years, our team has worked with individuals, groups and businesses across Canada, identifying new ways to achieve greater competitiveness and profitability in a rapidly changing global marketplace. We’ve been asked to speak at many industry events, providing critical information on policy directions and challenges facing the sector. Highlighting the Centre’s areas of expertise and outlining the range of topics covered allows us to reach out to new audiences, as well as those we’ve worked with in the past, and reaffirms our commitment to fostering excellence at every link in the agri-products value chain.”

Additional information on speakers and topics can be found at <http://www.georgemorris.org/GMC/SpeakersBureau.aspx>. For speaker fees, or to book a speaker for your upcoming event, please contact Joanne Falk, Director of Communications: [joanne@georgemorris.org](mailto:joanne@georgemorris.org) or 519-822-3929 ext. 218.

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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For more information, please contact:  
Joanne Falk  
Director of Communications  
George Morris Centre  
519-822-3929, ext.218  
[joanne@georgemorris.org](mailto:joanne@georgemorris.org)