



GEORGE MORRIS CENTRE

MEDIA RELEASE

Martin Presented with Wilson Loree Award for Excellence in Farm Business Management

Guelph, ON (August 16, 2011) The George Morris Centre is pleased to announce that the Canadian Farm Business Management Council has named Dr. Larry Martin of the George Morris Centre the 2011 recipient of the prestigious Wilson Loree Award for Excellence in Farm Business Management. The award was earned for Martin's outstanding contributions to management training through the Centre's Canadian Total Excellence in Agricultural Management (CTEAM) and Futures and Options programs.

In his acceptance speech, Martin stated "I am proud to receive this award. I'm particularly proud to have been nominated by outstanding young entrepreneurs from three provinces. That tells me that we have a sound formula for our management programs and have been able to deliver them effectively. They may have learned from us, but we have learned much from them."

Dennis Aarts, a graduate of both the CTEAM and Futures programs and one of the nominators for the award, said "Larry Martin has had a significant impact not only on my farm business and my life but also all of those who have been fortunate enough to take part in his training and mentoring programs".

Bob Seguin, Executive Director of the George Morris Centre, noted that "The Centre is committed to the development of strong professional management in the agri-food sector. CTEAM, our Futures and Options program and our Executive Development Program for Agri-Professionals all contribute to excellence in agri-food management. The Centre is very pleased that our programs and Larry's contribution to them have been acknowledged with this award."

The Canadian Farm Business Management Council (CFBMC) is the only national, bilingual organization in Canada devoted exclusively to developing and distributing advanced farm management information. For more information please visit www.farmcentre.com.

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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