



NSO Board of Directors

Candidate Profile: Annie Bergeron

Proposed Seat: Quebec

Region: Quebec

Value Chain: Trade

Biography

Annie is the current CEO/General Manager of Les Grains Semtech, Quebec's full service seed processor. In her 16 years with Semtech, Annie has built a wealth of experience managing seed crop production and processing, warehousing and provides close oversight of Semtech's quality assurance programs. Reporting to the Board of Director's, Annie manages all aspects of Semtech's operations including finance, HR, business development and strategy, and remains actively involved in all activities from seed crop contracting right through to seed logistics and export.

In her free time, Annie commits considerable time to the agricultural industry and local community through participation in numerous associations. Annie also manages Semtech's Accredited Seed Crop Inspection Service, the largest in Quebec. She is graduated from University in HR and continues her education through correspondence in Business Management. Annie lives in St. Pie, QC, is married and a mother to 4 boys.

Relevant Experience

Occupation: General Manager, Les Grains Semtech Inc.

Relevant Professional Experience:

- Les Grains Semtech
 - Current Role : General Manager / CEO
 - Previous Roles:
 - Assistant General Manager
 - Seed Production Manager
 - Assistant Seed Production Manager

Major Responsibilities/Achievements:

- Oversee all HR, budgeting, strategic planning, marketing, business development,



production and processing and warehousing standards

- Continuous business improvement through major restructuring of Semtech operations with emphasis on improved stakeholder experience and financial results.
- Participation in industry associations both nationally and within Quebec
- Founder and manager of Semtech’s Accredited Seed Crop Inspection Service (ASCIS); Quebec’s largest with over 20 licensed field crop inspectors (2014-current)
- Active participation in agricultural associations including Director of SeCan (2017-present) , Director of Quebec Conditioners Association (2018-Present), Director of ASCIS Association (2014-Present) and Director and current Chair of the AMSQ (2017-Present)
- Past participation in various committees with CSGA (Business Development Committee, CSGA’s internal Seed Synergy Oversight Committee), Director of Desjardins financial institution for 4 years, providing oversight to the merger of 4 Quebec based Credit unions.

Selection Matrix

Industry Knowledge/Experience	Annie Bergeron
Industry experience	✓
Knowledge of public policy area	
Understanding of legislative processes	
Growing experience	✓

Technical skills/expertise	Annie Bergeron
Bilingualism	✓
Accounting and finance	✓



Law	
International trade	✓
Marketing and member communications	✓
Human resource management	✓
C-level/senior management experience	✓
Strategy development and implementation	✓
Federal agriculture policy	✓

Governance Competencies	Annie Bergeron
Director of a not-for-profit	✓
Financial literacy	✓
Executive performance management – management of the ED	✓
Governance-related risk management experience	✓
Compliance focus	✓
Reputation	✓



NSO Board of Directors

Candidate Profile: Brent Collins

Proposed Seat: At Large

Region: Alberta

Value Chain: Developer

Biography

As Director, Marketing - NA Canola Seeds, Brent is responsible for establishing the strategic direction of BASF's industry leading InVigor canola business for both the Canadian and U.S. markets.

Brent is a highly focused, passionate leader with more than 25 years of experience in agriculture, with a background in agricultural engineering, coupled with a master's degree in agronomy and crop science. He leads a strong team that is committed to looking at the lifecycle management of BASF's seeds portfolio for canola and cereals, as well as strategic collaboration with other seed companies to bring best-in-class products and solutions to Canada's farmers.

Serving as a board member of the Canadian Seed Trade Association (CSTA) and an active representative for BASF with the Canada Grains Council (CGC), Brent lends his extensive expertise to help drive the future of seed research, production and marketing for Canada, and is a go-to source for the key product innovations that will continue to drive the industry forward.

Relevant Experience

Occupation: Director, Marketing – NA Canola Seeds, responsible for establishing the strategic direction of BASF's industry leading InVigor canola business for the Canadian and U.S. markets. Former NA Seeds Marketing Manager at BASF.

Relevant Professional Experience:

- Family farm operation in Rosetown, SK. Undergraduate degree in Agricultural Engineering, with a Master's Degree in Agronomy and Crop Science
- Member of the Board of the CSTA
- Active representative for BASF with the Canada Grains Council
- Formerly at Bayer Crop Science for 24 years, including eight years in International global marketing postings (France, Germany, Australia), Project Management Leadership, Director - NA Cereal Seed & Crop Protection Business and Manager - NA Canola Seed Marketing.



Selection Matrix

Industry Knowledge/Experience	Brent Collins
Industry experience	✓
Knowledge of public policy area	✓
Understanding of legislative processes	
Growing experience	✓

Technical skills/expertise	Brent Collins
Bilingualism	
Accounting and finance	
Law	
International trade	✓
Marketing and member communications	✓
Human resource management	
C-level/senior management experience	✓
Strategy development and implementation	✓



Federal agriculture policy	
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Governance Competencies	Brent Collins
Director of a not-for-profit	✓
Financial literacy	✓
Executive performance management – management of the ED	
Governance-related risk management experience	
Compliance focus	
Reputation	✓



NSO Board of Directors

Candidate Profile: Daniel Lanoie

Proposed Seat: At Large

Region: Quebec

Value Chain: Grower

Biography

Born in Saint-Hugues, Quebec, Daniel has always lived at the same address. He loves his hometown and portions of his land have been in the Lanoie family for five generations.

Since buying his farm in 1983, Daniel has produced certified seed and quickly became a Select plot grower. Daniel farms his 675 acres with his wife Danielle, cousin Dominique, and son Olivier. They are also proud pork producers.

For over 24 years, he was a member of the board of directors of the Pedigreed Seed Producers Association of Quebec (SPSPQ) and of the various associated committees. As president of SPSPQ for five years, he helped in planning four separate CSGA annual meetings held in Quebec. He was also a member of CSGA's board of directors and associated committees for over 13 years.

Daniel took part in all the Seed Sector Value Chain Round Table discussions in Canada up until 2015. He has also been a member of the board of Quebec Grain Growers. He's also a founding member of the board of directors for the Quebec Grain Research Centre (CEROM). He also sits on the board of the Saint-Hyacinthe pork producers association.

Currently, Daniel holds a seat as member of the board of directors of the Desjardins Group (Caisse Desjardins) des Chênes and he represents this group provincially and nationally. He is also president of the urban planning committee of Saint-Hugues.

Relevant Experience

Occupation: He is a certified seed producer and a Select plot grower on a 675-acre farm that he has owned since 1983.

Relevant Professional Experience:

- Current Member of the Board of Directors of the Desjardins Group
- Former Member of the Board of Directors of the Pedigreed Seed Producers Association of Quebec for 24-years



- President of the Association for five years, supporting the planning of four separate CSGA AGM's held in Quebec
- Former Member of the Board of Directors of the Canadian Seed Growers Association for 13 years
 - Member of the Audit Committee, and the Members Communications Committee
- Former Member of the Board of Directors of the Quebec Grain Growers
 - Member of the Seed Inspector Committee
- Founding Member of the Board of Directors of the Quebec Grain Research Centre

Selection Matrix

Industry Knowledge/Experience	Daniel Lanoie
Industry experience	✓
Knowledge of public policy area	
Understanding of legislative processes	
Growing experience	✓

Technical skills/expertise	Daniel Lanoie
Bilingualism	✓
Accounting and finance	
Law	
International trade	



Marketing and member communications	✓
Human resource management	
C-level/senior management experience	✓
Strategy development and implementation	✓
Federal agriculture policy	

Governance Competencies	Daniel Lanoie
Director of a not-for-profit	✓
Financial literacy	✓
Executive performance management – management of the ED	✓
Governance-related risk management experience	
Compliance focus	✓
Reputation	✓



NSO Board of Directors

Candidate Profile: Dianne Gilhuly

Proposed Seat: Analyst

Region: Ontario

Value Chain: Analyst

Biography:

Dianne Gilhuly, a seed analyst with more than 35 years of experience, is a founding partner and President of Kent Agri Lab (KAL), a germination and purity lab offering testing of all crop kinds at national and international levels.

The Lab, accredited by Canadian Food Inspection Agency, operates under several Quality Management Systems:

- Canadian Food Inspection Agency, SLAAP
- ISO 9001:2015
- ISO 17025:2017.

Working under Quality Management systems, Dianne has developed expertise in identifying, evaluating and mitigating risks. She has administrative experience with excellent leadership skills, allowing her to work collaboratively with others towards achieving common goals.

Dianne is a member of The Canadian Seed Institute (CSI), Commercial Seed Analyst Association of Canada (CSAAC) and the Society of Commercial Seed Technologists (SCST) for 25+ years and has served as President on both the CSI and CSAAC Boards of Directors.

Prior to founding KAL Dianne was employed by Asgrow Seed Company (later Maple Leaf Mills then Cargill) as Plant/Field Production Manager. Responsibilities included acreage allotments of seed corn and seed soybeans to 80-100 contracted growers, oversight of field production, coordinating roging, detasseling and harvesting. As an RSE Operator and Grader, Dianne managed scheduling of soybean processing, logistics and distribution.

Dianne grew up in SW Ontario on the family farm where she developed her passion for agriculture.

Dianne and her husband Jack reside in Sarnia, Ontario and enjoy visits from their 3 married children and grandchildren. Other interests include gardening, bicycling and travel to sunny destinations.



Relevant Experience

Occupation: President & Partner, Kent Agri Lab Ltd. (senior purity and germination analyst), Lead Auditor and Consultant, Kent Agri Services.

Relevant Professional Experience:

- Senior Purity and Germination Analyst
- Lead auditor and consultant
 - Recognized auditor for CSI programs, the Canadian Grain Commission, and others
- Field/Plant Production Manager (growing & conditioning experience)
- CSI, CSAAC, and Society of Commercial Seed Technologists member
 - CSI board member and past president
 - CSAAC board member and past president

Selection Matrix

Industry Knowledge/Experience	Dianne Gilhuly
Industry experience	✓
Knowledge of public policy area	
Understanding of legislative processes	
Growing experience	✓

Technical skills/expertise	Dianne Gilhuly
Bilingualism	
Accounting and finance	



Law	
International trade	
Marketing and member communications	✓
Human resource management	
C-level/senior management experience	✓
Strategy development and implementation	✓
Federal agriculture policy	

Governance Competencies	Dianne Gilhuly
Director of a not-for-profit	✓
Financial literacy	
Executive performance management – management of the ED	✓
Governance-related risk management experience	✓
Compliance focus	✓
Reputation	✓



NSO Board of Directors

Candidate Profile: Ellen Sparry

Proposed Seat: Trade

Region: Ontario

Value Chain: Trade

Biography

Ellen joined C&M Seeds in 1994 as Genetics Manager for the company's research and development program. She assumed the role of General Manager in 2015 and today continues to direct C&M Seeds towards its primary focus of providing industry leading and innovative cereal genetics to Eastern Canada. Born and raised on a farm in central Ontario she is a graduate of the Ontario Ag College, University of Guelph, and has 30 years experience in agricultural research. Prior to C&M Ellen was Assistant Breeder with King Agro Inc's canola program. Along with her daily activities at C&M, Ellen is actively involved in the Ontario Cereal Crop Committee coordinating the Provincial cereal trials. She also acts as secretary of the Wheat Technical Committee and currently sits on the board of the Canadian Seed Trade Association and represents CSTA on the International Seed Federation Board and Field Crops committee. Ellen was granted CSGA Associate Plant Breeder Status in 2014.

Relevant Experience

Occupation: General Manager, C&M Seeds – responsible for overseeing day to day operations of the company, including financial, staffing, domestic and international communications, and collaboration with stakeholders. Produces breeder seed in Ontario of winter and spring wheat, under the direction of CSGA recognized breeders.

Relevant Professional Experience:

- Member of the Ontario Cereal Crop Committee:
 - Ontario Performance Trial Coordinator
 - Species/Registration Coordinator
 - Voting member of the Quality subcommittee
- Chair of the Eastern Researchers Committee of CSTA from 2007-2015
- Jointed the CSTA Executive in 2018, on the Board since 2014



- International Committee Leadership since 2016
- Secretary of the Ontario Wheat Technical Committee
- Representing CSTA at the International Seed Federation
- Recipient of the 2018 CSGA Honourary Life Member Award

Selection Matrix

Industry Knowledge/Experience	Ellen Sparry
Industry experience	✓
Knowledge of public policy area	✓
Understanding of legislative processes	✓
Growing experience	

Technical skills/expertise	Ellen Sparry
Bilingualism	
Accounting and finance	✓
Law	
International trade	✓
Marketing and member communications	✓



Human resource management	✓
C-level/senior management experience	✓
Strategy development and implementation	✓
Federal agriculture policy	

Governance Competencies	Ellen Sparry
Director of a not-for-profit	✓
Financial literacy	✓
Executive performance management – management of the ED	
Governance-related risk management experience	
Compliance focus	✓
Reputation	✓



NSO Board of Directors

Candidate Profile: Eric McLean

Proposed Seat: Grower

Region: Manitoba

Value Chain: Grower

Biography

Born and raised on a farm Eric was taught that everyone has a story to be told. Attending University made him realize the power of relationships and the bond between those privileged to make their living in Agriculture. After a brief 3 years in the feed business and realizing that his family farm would not be able to include him in its operation, Eric began his career at JS Henry & Son Ltd. He learned quickly of the benefits of certified seed production from Cam Henry who would become his mentor and father-in-law shortly after when he married Marnie.

Together Marnie and Eric transitioned the seed farm from modest acres and production into Western Manitoba's largest family owned seed business. The business has grown from 3,000 acres and processing 150,000 bushels annually, to a thriving agribusiness and 6,500 acres stock seed farm that contracts around 20,000 acres and processes 750,000 bushels annually. In order to accommodate such growth, many infrastructure improvements had to be made over the last 20 years including new seed conditioning facility, scale, sheds and a significant increase in storage. Much of this was a product of anticipating the introduction and success of western soybeans and adapting to the growing market first before all others in the west.

Developing opportunities to support the local economy is paramount to the success of JS Henry & Son Ltd. However, Eric knows that success isn't just measured in numbers and people are the backbone to their success. JS Henry & Son Ltd. has a great team composed of both family and dedicated staff that make success happen and what makes life in agriculture one of the best careers a person can have.

Relevant Experience

Occupation: Chief Executive Officer, JS Henry Seeds, incorporated under BenLedi Farm Ltd. They are an Accredited Seed Establishment, Bulk Seed Facility, and approved conditioner with the Canadian Seed Institute, and have three licensed graders/approved conditioners on staff. JS Henry & Son Ltd. is also an accredited seed treatment warehouse and applicator under AWSA certification through CropLife Canada. Eric is a select seed grower.

Relevant Professional Experience:

- Member of the Board of Directors of the Manitoba Seed Growers Association
 - Held positions as Finance Chair, Vice President, President and Past President over a



twelve year duration

- Responsible for annual Executive Director performance evaluations and budget planning exercises
- Working with Federal government policy changes to establish AWSA standards for seed treating and the CFIA transfer of field inspection to third parties
- Member of the Board of Directors of the Canadian Seed Growers Association, representing MSGA
 - Helping to direct strategic planning development and implementation
 - Currently sitting on the Circular 6 and Awards Committees, and participating in the NSO and Value Creation discussions
- Director of the Manitoba AgDays
- Keystone Agricultural Producers: Special Crops Representative from 2007-2010

Selection Matrix

Industry Knowledge/Experience	Eric MacLean
Industry experience	✓
Knowledge of public policy area	✓
Understanding of legislative processes	
Growing experience	✓

Technical skills/expertise	Eric MacLean
Bilingualism	
Accounting and finance	✓



Law	
International trade	✓
Marketing and member communications	✓
Human resource management	✓
C-level/senior management experience	✓
Strategy development and implementation	✓
Federal agriculture policy	✓

Governance Competencies	Eric MacLean
Director of a not-for-profit	✓
Financial literacy	✓
Executive performance management – management of the ED	✓
Governance-related risk management experience	
Compliance focus	
Reputation	✓



NSO Board of Directors

Candidate Profile: Glenn Logan

Proposed Seat: Alberta

Region: Alberta

Value Chain: Grower

Biography

My wife, Marie and I with our family operate an irrigated and dryland pedigreed seed farm along with a cow-calf operation and feedlot in the Lomond area of Southern Alberta.

We grow a wide variety of crops: spring wheat, soft white wheat, barley, peas, edible beans, lentils, chickpeas, fababeans, flaxseed, linola, canola, alfalfa, and timothy hay for export. Wheatcrest Farms operates a seed processing plant and all the by-products are fed through our own feedlot. We believe in value added processing and try not to let anything we produce leave the farm without adding value to it. Our markets extend to other provinces as well as into the northern U.S. market.

Wheatcrest Farms was established in Alberta 116 years ago, it was the second farm founded in Canada by our family. The first, Hanna Farms, was founded in Nova Scotia in 1765 and its still in existence today. Our oldest granddaughter Hannah was named to honour that farm and she is now a member of CSGA.

Our grandchildren are the sixth generation to grow up on this land. They have shown interest in continuing operations and extending the history of Wheatcrest Farms in both pedigreed seed and livestock production. It has always been my goal to guide the development of the community and these industries to provide for our future generations.

I have spent considerable time in the Middle East and North Africa, developing new markets, logistics for containerized exports. We have been successful in developing export markets for pulse crops and for oats in Asia.

From my perspective, relationships are key to business success and personal development. It is my belief that I possess the necessary skills and have the time to contribute to an Interim Board of Directors that will be charged with building a National Seed Organization.

Relevant Experience

Occupation: Farmer – operator of an irrigated and dryland pedigreed seed farm and a cow-calf operation and feedlot



Relevant Professional Experience:

- Co-Owner, Wheatcrest Farms, Wheatcrest Seeds, and Travers Farms Ltd.
- Co-Founder, SeedNet
 - Provides market access and marketing experience to shareholders
- CSGA member since 1988
- ASG Board of Directors 2006-2020
 - Has held executive positions: Vice President, President, Past President
 - Responsible for hiring a new Executive Director
 - Achieved balance of Board diversity with a broader range of regional, age, experience and gender representation
 - Board skills acquired: Governance Training, Strategic Planning, Communications Training
 - Received Bill Witbeck Outstanding Service Award in 2011
- National Director of the CSGA – Elected to second, 2-year term
 - Committees: Policy, Circular 6, Human Resources, Advocacy
- Alberta 4H Foundation – Board of Directors, 2010-present
 - Responsible for \$10.5 M investment and \$2 M of assets, which returned a 12.8% ROI. in 2019. A registered Charity.
 - Positions held (2-year terms): Vice President & President
- Significant additional Board experience

Selection Matrix

Industry Knowledge/Experience	Glenn Logan
Industry experience	✓
Knowledge of public policy area	
Understanding of legislative processes	
Growing experience	✓



Technical skills/expertise	Glenn Logan
Bilingualism	
Accounting and finance	✓
Law	
International trade	✓
Marketing and member communications	✓
Human resource management	✓
C-level/senior management experience	
Strategy development and implementation	✓
Federal agriculture policy	✓

Governance Competencies	Glenn Logan
Director of a not-for-profit	✓
Financial literacy	✓
Executive performance management – management of the ED	✓



Governance-related risk management experience	✓
Compliance focus	
Reputation	✓



NSO Board of Directors

Candidate Profile: Holly Gelech

Proposed Seat: At Large

Region: Alberta

Value Chain: Analyst

Biography

A Seed Industry Professional who exhibits elevated management skills in strategic planning, account management, collaboration, leadership and understanding of the Canadian Seed Industry. Applies clear, focused communications during executive decisions and operational activities. Contributes to industry initiatives such as CSTA's Diversity and Inclusion Working Group, CSTA's International Committee (secretary) and Alberta Minister's Roundtable for Fusarium Management (2017, 2018).

Cultivates food production knowledge as Community Garden volunteer leader (2 years).

Long tenured business positions within a CFIA accredited seed laboratory (12 years) and a leading western Canadian seed company (14 years).

- Managed growth of seed laboratory top line, including ASCIS accreditation and direct service delivery of LSCI inspections (Section 2 & 3, Plot). Partner ownership of BioVision Seed Labs until 2017 (4 years), currently known as SGS Canada Inc.
- Executed seed multiplications contracts with seed growers, coordinated processing through Approved Conditioners, managed supply chain, and utilized Canada's Seeds Act and Provincial Pest Acts to strike procurement decisions.

Relevant Experience

Professional Experience

SGS Canada, Inc.

- Business Development Manager (2008 – Present)
- Partner (2013-2017)
 - Develop 3-year revenue and profit projections for SGS' Canadian Seed and Crop division.
 - Analyze marketplace and business trends, then manage risk through strategic planning.



- Creation of ASCIS and LSCI team for alternative delivery of seed crop inspection.
- Evaluate and launch services and technologies for revenue growth and business improvement.
- Supervise eastern Canada business development activities including onboarding and performance.
- Build and analyze corporate branding strategies, marketing budget and tactics.
- Lead client service team for consistent, impactful client interaction.
- Plan and execute IT projects with external programmers to build corporate website and secure portal.
- Understand Seed LAAP, ISO, QMS regulatory and accreditation requirements for business continuance.
- Collaborate and present to corporate clients, stakeholders and industry.

Education

University of Alberta

- Bachelor of Science in Agriculture

Alberta Institute of Agrologists

- Professional Agrologist

Selection Matrix

Industry Knowledge/Experience	Holly Gelech
Industry experience	✓
Knowledge of public policy area	
Understanding of legislative processes	✓
Growing experience	



Technical skills/expertise	Holly Gelech
Bilingualism	
Accounting and finance	✓
Law	
International trade	
Marketing and member communications	✓
Human resource management	✓
C-level/senior management experience	
Strategy development and implementation	✓
Federal agriculture policy	✓

Governance Competencies	Holly Gelech
Director of a not-for-profit	
Financial literacy	✓
Executive performance management – management of the ED	
Governance-related risk management experience	



Compliance focus	
Reputation	✓



NSO Board of Directors

Candidate Profile: Jeff Loessin

Proposed Seat: Developer

Region: Ontario

Value Chain: Developer

Biography

Jeff assumed responsibilities for the Canadian Corn, Soybean, Cereal and Forage Seed marketing in October of 2017. In this role, Jeff is responsible for defining and developing the 3-year and long-range marketing plans for these key seed crops for the Pioneer and Brevant brands for Corteva in Canada. The Category Leader role interacts with global leadership for these key crops to provide input and guide the germplasm and trait development efforts of the product development team. As well, the Category Leader role leads the Canadian crop team which identifies portfolio gaps and opportunities and works with Product Development to advance germplasm into the product line-up to fill these gaps. In this role, there is also oversight of the annual plan, ensuring alignment with the Canadian Commercial Unit 3-year plans. In addition, this role has responsibility to work within the broader seed industry to actively promote the adoption of regulations, practices, etc. that maintain and build the industry's ability to operate and support farm customers in growing profitable crops.

Raised on a farm outside of Radisson, Saskatchewan, Jeff received his Bachelor of Science in Agriculture from the University of Saskatchewan in 1992 and gained work experience in the crop inputs retail sector and with an equipment manufacturer prior to joining Dow AgroSciences in 1998. He has held several roles in sales and marketing including General Manager for Dow Seeds, Canadian Commercialization Leader for the Enlist Weed Control System, and Portfolio Marketing Leader for graminicides and pre-seed herbicides in Canada. These roles provided valuable business management and marketing experience, including strategic planning and management of risk. Within these roles, Jeff also held people leadership responsibilities and led negotiations with third parties on technology to further the Canadian business. Jeff is a Certified Crop Advisor and a member of the Ontario Institute of Agrologists.

Jeff and his family (wife Tracy, daughter Paige, son Carter) moved to London, Ontario in August 2015 after living in Calgary, AB for 16 years. Jeff's hobbies include woodworking, biking, running and playing hockey. Jeff also enjoys spending time with the family camping, walking their dog or travelling. He maintains his connection to the farm by helping out on the family farm operation whenever he can get home to Saskatchewan – especially during harvest.



Relevant Experience

Occupation: Category Marketing Leader, Corteva Agriscience

Relevant Professional Experience:

- CORTEVA AGRISCIENCE, LONDON ON (SEPTEMBER 2017 – PRESENT)
 - Category Marketing Leader – Develop and implement the 5-year marketing plans for the corn, soybean, winter wheat and forage seed business in Canada for the Pioneer and Brevant brands. Provide leadership to the Eastern and Western Product managers to develop and implement the annual plans for the portfolio.
- DOW AGROSCIENCES, BLENHEIM ON (MAY 2015 – SEPTEMBER 2017)
 - General Manager - Provide leadership and coordination across all key functional areas of Dow AgroSciences Corn, Soybean, and winter wheat seed business (Dow Seeds Canada). GM was accountable for the strategic direction, profitability and sustainability of the seed business.
- CSTA Board member (2019-present)
- Soy Canada Board member (2017-present)
 - Treasurer

Selection Matrix

Industry Knowledge/Experience	Jeff Loessin
Industry experience	✓
Knowledge of public policy area	
Understanding of legislative processes	
Growing experience	✓

Technical skills/expertise	Jeff Loessin
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Bilingualism	
Accounting and finance	
Law	
International trade	
Marketing and member communications	✓
Human resource management	
C-level/senior management experience	
Strategy development and implementation	✓
Federal agriculture policy	

Governance Competencies	Jeff Loessin
Director of a not-for-profit	
Financial literacy	✓
Executive performance management – management of the ED	
Governance-related risk management experience	✓
Compliance focus	✓



Reputation	✓
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NSO Board of Directors

Candidate Profile: Jeff Reid

Proposed Seat: At Large

Region: Ontario

Value Chain: Trade

Biography

Jeff Reid is the General Manager of SeCan, Canada's largest distributor of Certified seed. As General Manager, Jeff is responsible for ensuring that the evolving vision of SeCan's Board of Directors translates into operational programs that promote the success of SeCan's over 600 member seed growers and processors across Canada.

Jeff has spent the past 33 years in the seed industry in various roles - from research and development, to sales and marketing management - working in every major Canadian field crop.

Relevant Experience

Academic

- 1989 Graduate of the University of Guelph, Ontario Agricultural College with Bachelor of Science in Agriculture, major in Agricultural Economics & Business, minor in Crop Science
- 1997 Graduate, Class 6 of the Advanced Agricultural Leadership Program

Employment

1988 – 2005

C&M Seeds, a privately held seed company in western Ontario focused on cereal and soybean seed development and marketing. In addition to research, sales and marketing management, worked on the creation of identity preserved contracting programs with flour millers in eastern Canada and the US.

2005 - Present

General Manager, SeCan. Jeff reports to the SeCan Board of Directors, which operates under a strict policy governance process on behalf of SeCan's 600 plus member companies. Jeff oversees the SeCan management team, which deals with all areas of operations including finance, communications, marketing, research, IT, and general administration.

Association Experience



- Current Director, CropLife Canada
- Current Director and Past Chair, Canadian Field Crop Research Alliance
- Current Director and Past President, Canadian Seed Institute
- Recent Industry Co-Chair, Seed Sector Value Chain Roundtable
- Member, Grains Value Chain Roundtable
- Recent Director, Cereals Canada
- Past Director, Canadian Plant Technology Association
- Past Director and Past President, Canadian Seed Trade Association
- Past Director, Canadian Association of Agri-Retailers

Selection Matrix

Industry Knowledge/Experience	Jeff Reid
Industry experience	✓
Knowledge of public policy area	✓
Understanding of legislative processes	
Growing experience	✓

Technical skills/expertise	Jeff Reid
Bilingualism	
Accounting and finance	✓
Law	



International trade	
Marketing and member communications	✓
Human resource management	✓
C-level/senior management experience	✓
Strategy development and implementation	✓
Federal agriculture policy	✓

Governance Competencies	Jeff Reid
Director of a not-for-profit	✓
Financial literacy	✓
Executive performance management – management of the ED	✓
Governance-related risk management experience	✓
Compliance focus	✓
Reputation	✓



NSO Board of Directors

Candidate Profile: Jim Wilson

Proposed Seat: Manitoba

Region: Manitoba

Value Chain: Grower

Biography

Jim and his wife Norleen operate a grain farm in the Darlingford, MB area. Established in 1974, they produce pedigreed cereals and soybeans and commercial canola. They also owned and operated Wilson Seeds Ltd., a registered seed establishment, processing and retailing pedigreed seed from 1993 to the fall of 2019.

Jim received his Chartered Accountant designation in 1974 and worked in public practice until 1993. He continues to be a member of the Chartered Professional Accountants of Manitoba. In 2007, Jim received the designation of Chartered Director (C. Dir.), having completed the requirements of The Directors College through McMaster University.

Jim has gained extensive corporate governance experience with a number of companies and organizations. He is currently Vice-Chair of Canterra Seeds Ltd. and Chair of the Manitoba Agricultural Service Corporation. He previously held positions on the boards of SeCan, the Canadian International Grains Institute (CIGI), Agricore United, Agricore Co-operative, Manitoba Pool Elevators and the Canada Grains Council.

Jim serves as project coordinator for the local Canadian Foodgrains Bank project and enjoys travelling in the winter months.

Relevant Experience

Occupation: Co-Owner, JNW Farms Ltd. (Agricultural Producer, CPA)

Relevant Professional Experience:

- Certified Professional Accountant.
- Management of a medium-sized farming operation and retail pedigreed seed outlet.
- Focused business approach to decision-making.
- Worked with diverse groups including boards of directors of publicly-traded corporations, associations, co-operatives, and volunteer boards.



- Training in Board roles and responsibilities and governance principles through industry-leading program, The Directors College.
- Experience in developing and implementing Strategic Direction for organizations
- Experience in hiring staff at senior levels of organizations.
- Experience in organizational risk assessment, board roles, responsibilities of risk management, and roles and responsibilities of internal audit services for organizations
- Experience in evaluating Governance structure and performance of diverse types of organizations.
- Canadian International Grains Institute ('CIGI'), Winnipeg
 - Board member, 2012-2016
 - Board secretary, 2012, 2013, 2014, 2016
 - Member of CEO Selection Committee
 - Chair of Governance Committee
 - As a member of the CEO Selection Committee, participated in selection of a consulting firm to organize the selection process, participated in interviewing prospective candidates and selecting the new CEO of CIGI.
 - As Chair of the Governance Committee, participated in selection of a consulting firm to survey a broad cross-section of the agriculture industry to gather input on appropriate member and governance structure for CIGI. Participated with the committee and Board in developing a final proposal for a revised membership and Board structure.
- CANTERRA Seeds Ltd, Winnipeg
 - Board member, 2010-present
 - Vice-Chair of Board, 2010-present
 - Chair of Nominating and Governance Committee, 2011-present
 - As a Board member, responsible for assisting in developing strategic direction for the company and providing oversight of the company's operations.
 - As a member and Chair of the Nominating and Governance Committee, worked with other Committee members and Corporate Secretary in developing new Terms of Reference for the Board and Committees, roles and responsibilities descriptions for



Board and Committee members, developed Board evaluation methods to assess Board skills and performance.

- Manitoba Agricultural Services Corporation
 - Appointed Board member, 2016-present
 - Appointed Board Chair, 2016-present

Selection Matrix

Industry Knowledge/Experience	Jim Wilson
Industry experience	✓
Knowledge of public policy area	
Understanding of legislative processes	
Growing experience	✓

Technical skills/expertise	Jim Wilson
Bilingualism	
Accounting and finance	✓
Law	
International trade	✓
Marketing and member communications	✓
Human resource management	✓
C-level/senior management experience	✓



Strategy development and implementation	✓
Federal agriculture policy	✓

Governance Competencies	Jim Wilson
Director of a not-for-profit	✓
Financial literacy	✓
Executive performance management – management of the ED	✓
Governance-related risk management experience	✓
Compliance focus	✓
Reputation	✓



NSO Board of Directors

Candidate Profile: Jonathan Nyborg

Proposed Seat: Atlantic

Region: Atlantic

Value Chain: Grower

Biography

Born in 1969, Jonathan was the last of three children. After graduating High School, and being accepted to a prominent Chef School, Jonathan made the decision to go directly into the work force and began working with his father and uncle on the family farm.

In 1991 he married Denise and they had three children, Wesley (25), Lauren (24) and Caleb (19). His two sons currently work with him on the farm. He continued working with his father, Ivan, until his passing in early 2016. He then started his own business, Nyborg Farms Ltd., and continues to work the farm with his two sons. Nyborg Farms Ltd. produces both commercial cereal grains and pedigreed seed. Having his Select Grower status, ensures that Nyborg Farms Ltd. continues to produce high generation seed.

Over the years Jonathan has had the opportunity to be part of many organizations. In 1990 he joined the Drummond Fire Department, helping to protect the surrounding community and its residents. He has held various positions with DFD including serving as a Captain, becoming someone other firefighters look to for experience and guidance.

In 2001 Jonathan was elected to the Maritime Branch of the Canadian Seed Growers Association, and immediately held the position of President. He held this position for 10 consecutive years until 2011.

In 2004 Jonathan was elected to the District 14 Education Council, representing sub-district 3. Working directly with other councilors and the District Superintendent. Part of his responsibilities was the oversight of a \$63 million dollar budget. Successful through two elections, Jonathan was a councilor for eight years.

In 2012 he was nominated and subsequently elected to the National Board of the Canadian Seed Growers Association. In 2014 Jonathan joined the Executive of CSGA as 2nd Vice-President. He currently holds the position of President. Being a grower and representing growers from across the country has been his passion. That passion stems from no place strange, as his father served on the National Board as well and was a Robertson Associate recipient.

In his spare time Jonathan enjoys hunting and fishing. Most of all he enjoys time with Family. With



a grandson and granddaughter there are never dull moments.

Relevant Experience

2017-Present Nyborg Farms Ltd.

- President, Sole shareholder of Nyborg Farms Ltd. a 3rd generation farm in North-Western New Brunswick.
- Growing Cereal grains for the commercial and pedigreed seed markets
- Operator and Grader of a Registered Seed Establishment
- Marketing throughout the Maritimes, Quebec, Ontario and Maine (USA)

1988-2018 Nyborg Farms

- General and Plant Manager of Ivan L. Nyborg o/a Nyborg Farms
- Full oversight of crop production, conditioning, packaging, sales & shipping

2012 – Present Canadian Seed Growers Association

- National Director with Canadian Seed Growers Association
- 2014-2016 2nd Vice-President
- 2016-2018 1st Vice-President
- 2018-Present President
- Part of decision making around Alternative Service Delivery. Decision from CFIA to no longer provide field crop inspection for Seed Growers. Move to 3rd Party independent inspection.
- Oversight of operations of the organization.
- Part of Executive Director search and sub-sequential hiring.
- Some experience in lobbying on Parliament Hill
- Experience in lobbying and communicating with Provincial Ministers of Agriculture

2004 – 2012 District 14 Education Council

- District Education Councilor for School District 14, New Brunswick.
- Oversight of \$63 million budget
- Hiring of new Superintendent
- Working directly with the Superintendent on all matters of Education delivery



2001 – 2011 Maritime Branch of Canadian Seed Growers Association

- Director for the Maritime Branch of Canadian Seed Growers Association
- President of MBCSGA from 01-11
- Dealing with all matters of the Branch including Finance, Standing Committees, organization of the AGM’s, etc.

Selection Matrix

Industry Knowledge/Experience	Jonathan Nyborg
Industry experience	✓
Knowledge of public policy area	✓
Understanding of legislative processes	✓
Growing experience	✓

Technical skills/expertise	Jonathan Nyborg
Bilingualism	✓
Accounting and finance	✓
Law	
International trade	✓
Marketing and member communications	✓



Human resource management	
C-level/senior management experience	✓
Strategy development and implementation	✓
Federal agriculture policy	✓

Governance Competencies	Jonathan Nyborg
Director of a not-for-profit	✓
Financial literacy	✓
Executive performance management – management of the ED	✓
Governance-related risk management experience	✓
Compliance focus	✓
Reputation	✓



NSO Board of Directors

Candidate Profile: Lyndon Olson

Proposed Seat: Saskatchewan

Region: Saskatchewan

Value Chain: Grower

Biography

Lyndon and his family have operated a progressive seed and commercial grain farm for over 30 years, specializing in cereals, food grade oats, canola, flax, peas, beans and forage seed. Seed Source inc. processes seed for the retail and wholesale industry. Lyndon is an agriculture alumni from the University of Saskatchewan and has been involved with several community and provincial organizations.

Relevant Experience

Occupation: President of Seed Source Inc., and an accredited seed grader. Seed Source processes pedigreed seed and specializes in food grade oats. President of Lyndon Olson Farms Inc. which owns and hires management and sales personnel for Seed Source.

Relevant Professional Experience:

- Previously worked for Farm Management Associates, a farm accounting and estate planning company
- Over 30-years of experience as a select seed grower on a progressive seed and commercial grain farm
 - LOFI is a Joint Venture of 7 independent corporations,
- Served on several local boards including the Archerwill Co-Op Board
- Served on the local Saskatchewan Wheat Pool Committee and was elected as a Delegate for 11 years
- Board Director appointments for the Saskatchewan Wheat Pool Committee:
 - Presented a financial overview of the Saskatchewan farm economy to the Federal Agriculture and Agriculture Food Minister
 - Project Horizon Committee – planned a \$270M capital expenditure planning project



- Pool Delegates board training
- Member of the Saskatchewan Seed Growers’ Association Board from 2001 – 2013
 - President, Past President
 - Education and Publicity Chair
 - Nomination, Resolution, and Financial Chair

Selection Matrix

Industry Knowledge/Experience	Lyndon Olson
Industry experience	✓
Knowledge of public policy area	✓
Understanding of legislative processes	
Growing experience	✓

Technical skills/expertise	Lyndon Olson
Bilingualism	
Accounting and finance	✓
Law	
International trade	
Marketing and member communications	✓



Human resource management	✓
C-level/senior management experience	✓
Strategy development and implementation	✓
Federal agriculture policy	

Governance Competencies	Lyndon Olson
Director of a not-for-profit	✓
Financial literacy	✓
Executive performance management – management of the ED	✓
Governance-related risk management experience	✓
Compliance focus	
Reputation	✓



NSO Board of Directors

Candidate Profile: Nick Sekulic

Proposed Seat: BC

Region: BC

Value Chain: Grower

Biography

Born and raised in the northwestern Alberta farming community of Rycroft/Spirit River. Completed a Bachelor of Commerce Degree with a Major in Finance in 1987 from the University of Calgary.

Early career was in the information technology sector, followed by a management and instructional role in post-secondary education.

Lifelong involvement in agriculture having grown up on a mixed farm and will be planting the 30th consecutive crop in 2020.

Married to Caroline, with three children, of which two are in University now and one is a senior in High School.

Relevant Experience

Occupation: Owner/Manager of Prestville Farms Ltd., a pedigree seed, commercial grain, and cattle farming operation including seed processing and treating.

Relevant Professional Experience:

- Former Territory Manager for Monsanto Canada Inc. / Advanta Seeds, working with crop inputs suppliers and canola growers
- Former Senior Associate of the North-South Trade & Investment Limited
- Former Business Programs Coordinator at Fairview College
- Former Branch Manager of Bellamy Software Ltd.
- Former Marketing Representative for IBM Canada Ltd.
- Former IT Consultant with Arthur Andersen & Co.
- Director of Alberta Seed Growers



- Former Director and Chairman of Pulse Canada
- Former Commissioner, Alberta Pulse Growers (Chairman, Marketing Committee)

Selection Matrix

Industry Knowledge/Experience	Nick Sekulic
Industry experience	✓
Knowledge of public policy area	
Understanding of legislative processes	
Growing experience	✓

Technical skills/expertise	Nick Sekulic
Bilingualism	
Accounting and finance	✓
Law	
International trade	
Marketing and member communications	✓
Human resource management	✓
C-level/senior management experience	✓



Strategy development and implementation	✓
Federal agriculture policy	✓

Governance Competencies	Nick Sekulic
Director of a not-for-profit	✓
Financial literacy	✓
Executive performance management – management of the ED	✓
Governance-related risk management experience	
Compliance focus	
Reputation	



NSO Board of Directors

Candidate Profile: Quentin Martin

Proposed Seat: Ontario

Region: Ontario

Value Chain: Grower

Biography

When the family farm was incorporated decades ago, as the youngest member, Quentin developed leadership skills in a collaborative environment. Blessed with the opportunity to explore university education, Quentin eventually obtained both a BSC Ag and a BA, or as he likes to say, “Two degrees...One Celsius and one Fahrenheit!”

Through significant evolution of the farming operation and nearly four decades including seed production and processing, Quentin has learned to embrace change. His years of experience on boards of directors of numerous organizations have given him the opportunity to engage in and encourage consensus decision making based on collaboration. This included merger and amalgamation activity. He is excited to be part of this multi-generational change in the leadership of the seed industry and helping to move the work of so many good people to completion.

Relevant Experience

Occupation: President/Co-Owner: Wintermar Farms – seed production farming operation, including seed cleaning, packaging, and marketing of Cribit Seeds brand products and services for SeCan and Dekalb brand seeds.

Relevant Professional Experience:

- Responsible for oversight, promotion and marketing of family owned Cribit Seeds and Wintermar Grains (grain roasting) brands
- Member of the former First Line Seeds
- Past Chair of the Board of SeCan Association
- Member of the Board of Directors of the Heartland Farm Mutual Insurance Company
 - Chair of the Finance and Audit Committees
 - Previously chaired Risk and Corporate Governance Committees
- Board Member of the Kenyan Kids Foundation Canada



- Previous President and Board Member of Ontario Seed Growers’ Association
- Former Councillor for the Township of Woolwich
- 2013 Robertson Associate (CSGA)

Selection Matrix

Industry Knowledge/Experience	Quentin Martin
Industry experience	✓
Knowledge of public policy area	
Understanding of legislative processes	✓
Growing experience	✓

Technical skills/expertise	Quentin Martin
Bilingualism	
Accounting and finance	
Law	
International trade	✓
Marketing and member communications	✓
Human resource management	



C-level/senior management experience	✓
Strategy development and implementation	
Federal agriculture policy	

Governance Competencies	Quentin Martin
Director of a not-for-profit	✓
Financial literacy	✓
Executive performance management – management of the ED	✓
Governance-related risk management experience	✓
Compliance focus	
Reputation	✓



NSO Board of Directors

Candidate Profile: Bryan Harvey

Proposed Seat: Advisor, NSO Board of Directors

Region: Saskatchewan

Value Chain: Developer

Biography

Bryan Harvey is an internationally recognized scholar, scientist, administrator and public servant. He has taught classes in plant sciences, genetics and plant breeding at the diploma, baccalaureate and postgraduate levels. He has a special interest in curriculum development and teacher evaluation and has served on numerous committees in these areas. He developed the Accreditation regime for programs in Agrology managed by the Agricultural Institute of Canada and is Director of Accreditation for that organization. He has participated in accreditation reviews of programs at all of Canada's Agricultural Universities as well as outside Canada.

As a scientist he has published over 150 technical articles including books, book chapters, refereed journal articles, conference proceedings and technical reports. He is the breeder or co-breeder of over 60 varieties of barley. A number of these have played a dominant role in the industry in Canada and abroad.

As an administrator he has headed the largest research department at the University of Saskatchewan and helped to forge it into a centre of excellence in grain breeding. He was later responsible for agricultural research, university wide in 17 departments in 6 colleges. The culmination of his research administration was as Vice President Research at the University of Saskatchewan.

As a public servant he has served on numerous committees, executives and boards of professional, scientific, industry and civil society organizations. He has served on more than 30 Boards including the Chair of the Board of Trustees of IITA, Ibadan, Nigeria and Chair of the CGIAR Alliance. Dr.

Harvey's contributions have been recognized by a number of awards. He is an Officer of the Order of Canada, the highest civilian award for Canadians. He is also a member of The Saskatchewan Order of Merit, the highest honor granted by the Government of Saskatchewan. He has received the Queen's Diamond Jubilee Medal and the Saskatchewan Centennial Medal. He has been inducted into the Saskatchewan Agricultural Hall of Fame. He is a Fellow of the Agricultural Institute of Canada, the American Society of Agronomy and the Crop Science Society of America. He is an Honorary Life Member of the Saskatchewan, Alberta and Canadian Seed Growers



Associations and received their highest award the Clarke- Newman- Clayton Award. He received the University of Saskatchewan's Alumni Achievement Award their highest award. He also received a Presidents' Award from the Crop Science Society of America one of only two given each year. He also received a number of recognition awards for his contributions to the seed, brewing and grain industries.

Relevant Experience

Occupation: Internationally recognized scholar and professor, scientist, administrator, and public servant. As a scientist he has published over 150 technical articles, and has taught classes in plant sciences, genetics, and plant breeding. He led the largest research department at the University of Saskatchewan, and his volunteer and professional experience with domestic and international Agricultural associations is extensive.

Relevant Professional Experience:

- He developed the Accreditation regime for programs in Agrology managed by the Agricultural Institute of Canada and is Director of Accreditation for that organization. He has participated in accreditation reviews of programs at all of Canada's Agricultural Universities as well as outside Canada.
- His malting barley variety, Harrington, set an international standard for malting and brewing quality which is still targeted over 30 years after its release.
- He has served on more than 30 Boards including the Chair of the Board of Trustees of IITA, Ibadan, Nigeria and Chair of the CGIAR Alliance.
- Responsible for University-wide research in 17 departments in 6 colleges relating to grain breeding
- President University of Saskatchewan Alumni Association,
- President, Agricultural Institute of Canada Foundation.
- International Institute for Tropical Agriculture, Chair 2006- 2011;
- Member: Agricultural Development Fund, Canadian Seed Growers Association, Genome Prairie, etc.
- Chair, Board of Directors, Toxicology Centre;
- He chaired the Canadian Expert Committee on Plant and Microbial Genetic Resources, represented Canada on the USA National Committee on Plant Genetic Resources, served on the Advisory Committee for the Station which houses Canada's Genebank.



- Chaired Canada’s Advisory Committee on Variety Registration and the Minister’s Advisory Committee on Plant Breeders Rights

Selection Matrix

Industry Knowledge/Experience	Bryan Harvey
Industry experience	✓
Knowledge of public policy area	✓
Understanding of legislative processes	✓
Growing experience	✓

Technical skills/expertise	Bryan Harvey
Bilingualism	
Accounting and finance	✓
Law	
International trade	✓
Marketing and member communications	
Human resource management	✓
C-level/senior management experience	✓



Strategy development and implementation	✓
Federal agriculture policy	✓

Governance Competencies	Bryan Harvey
Director of a not-for-profit	✓
Financial literacy	✓
Executive performance management – management of the ED	✓
Governance-related risk management experience	✓
Compliance focus	✓
Reputation	✓



NSO Board of Directors

Candidate Profile: Roy Klym

Proposed Seat: Chair, Seed Certification Committee

Region: Saskatchewan

Value Chain: Grower

Biography

Roy Klym, collectively with his wife Lois, sons Tyler and Dustin, and their families, own and operate 3 companies – RoLo Farms Ltd., Klym Agro, and Condie Seed in Regina, Saskatchewan. They also employ 7 full-time employees.

RoLo Farms grows both commercial and pedigreed crops of peas, lentils, flax, spring wheat, durum, canary seed, and soybeans.

Condie See is the retail and processing arm of the operation. RoLo Farms is the main supplier of pedigreed crops to Condie Seeds, as well as additional crops of different varieties and crop kinds being contracted with other seed growers.

Roy's interest in agriculture has been life-long. When he returned to the farm in 1978, there were only 242 acres. With a long-term outlook, he began to increase the farm size, utilizing a strategic growth plan to present day, where the farm operates on 15,500 acres. The family operation is continually looking for new opportunities and has just recently begun processing for niche markets.

For 31 years, Roy was employed at Mosaic Potash (Kalium) in Belle Plaine, Saskatchewan. His time at the mine was invaluable in learning many skills and trades. The last 9 years of employment, he served as the Wet Process Superintendent. As a middle manager at the mine, Roy was responsible for developing and initiating:

- Operating budgets
- Sustaining capital budgets
- Standing operating procedures
- Emergency action plans
- Maintenance plans
- Yearly maintenance plans and schedules
- Production schedules



- Training manuals
- Employee evaluations

At Mosaic, Roy received extensive human resource training and experience. He was responsible for the final maintenance shutdown, which had a workforce of over 800 tradespeople and contractors.

Relevant Experience

Occupation: Owner/Operator, RoLo Farms Ltd., Klym Agro, and Condie Seed

Relevant Professional Experience:

- Owner and operator:
 - RoLo Farms, Ltd.
 - Klym Agro
 - Condie Seed
- SSGA Board of Directors experience
- Wet Process Superintendent, Mosaic Potash Mine (Middle management), responsible for:
 - Operating budgets
 - Sustaining capital budgets
 - Standard operating procedures
 - Emergency action plans
 - Maintenance plans
 - Production schedules
 - Training manuals
 - Employee evaluations

Selection Matrix

Industry Knowledge/Experience	Roy Klym
Industry experience	✓



Knowledge of public policy area	
Understanding of legislative processes	
Growing experience	✓

Technical skills/expertise	Roy Klym
Bilingualism	
Accounting and finance	✓
Law	
International trade	
Marketing and member communications	
Human resource management	✓
C-level/senior management experience	✓
Strategy development and implementation	✓
Federal agriculture policy	

Governance Competencies	Roy Klym
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Director of a not-for-profit	✓
Financial literacy	✓
Executive performance management – management of the ED	✓
Governance-related risk management experience	✓
Compliance focus	✓
Reputation	✓