



June 18, 2018

**Brent Zettl, founder of CanniMed Therapeutics and Prairie Plant Systems keynote speaker at Ag-West Bio's annual meeting**

Saskatoon, SK: Ag-West Bio hosts its Annual and Special Meeting\* at Prairieland Park on June 18, 2018 at 2:00 pm. The meeting will be followed with a guest lecture by Saskatoon businessman Brent Zettl, entitled *"Realistic Business Lessons: The Evolution of CanniMed Therapeutics."*

Zettl will share highlights of his story of building a bioscience company that became Health Canada's only medical marijuana provider, along with tips from the lessons he learned along the way. He is the leading pioneer of the Canadian medical cannabis industry, and his leadership has led to many of Canada's significant advancements in patient access to cannabis and cannabis clinical research. In 2000, his company, Prairie Plant Systems, was awarded the first and only Health Canada Contract to produce medicinal cannabis. Early in 2018, CanniMed Therapeutics (a subsidiary of PPS), was purchased by Aurora Cannabis Inc. in early 2018 for more than \$1 billion.

Ag-West Bio invested in Prairie Plants Systems when it was a young and growing company. Later, Brent Zettl became a member of the Ag-West Bio board of directors and served for two-years as Chair.

Wilf Keller, president and CEO of Ag-West Bio says watching the development of Prairie Plant Systems and CanniMed Therapeutics over the years has been compelling. "It takes a special kind of person, one with a great deal of focus and perseverance, to steer a company through the inevitable hurdles in 30 years of business. Entrepreneurs will benefit from hearing Brent's story, as I'm sure he will share valuable insights and information."

As well, Saskatchewan Minister of Agriculture Lyle Stewart will be in attendance to bring greetings and make an announcement.

**Details:**

Monday, June 18, 2018  
Prairieland Park (Hall A)  
503 Ruth St. W, Saskatoon, SK

Registration: 1:30 pm  
Annual Meeting: 2:00 pm  
Presentation: 2:30 pm

*Following the presentations please stay for networking!*

*Below: About Ag-West Bio and Brent Zettl's biography*

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**About Ag-West Bio:**

Ag-West Bio is Saskatchewan's bioscience industry association. The company works as a catalyst for developing partnerships and industry growth in the bio-economy through investments, aiding strategic alliances, and providing business planning support, regulatory advice and communications. Funding for Ag-West Bio is provided the Saskatchewan Ministry of Agriculture and Agriculture & Agri-Food Canada's Growing Forward II program, with support from Western Economic Diversification Canada and the National Research Council-Industrial Research Assistance Program.

[www.agwest.sk.ca](http://www.agwest.sk.ca)

**About Brent Zettl**

Brent founded Prairie Plant Systems Inc. (PPS) in 1988 while attending the University of Saskatchewan, from which he graduated in 1990 with a Bachelor of Science degree with Distinction. In 1991, he became president and CEO of PPS and following year he spearheaded the development of the Biosecure Underground Growth Chamber I (BUGC1) in Flin Flon, MB. which served as a leading centre for biological research and development. Under Brent's leadership, PPS was awarded the first and only Health Canada Contract in 2000 for the production of medicinal cannabis.

In 2013, both PPS and its subsidiary CanniMed Ltd. were awarded the first two licenses to produce medical cannabis for registered patients and in 2016 led CanniMed Therapeutics Inc. to its Initial Public Offering on the Toronto Stock Exchange. CanniMed's industry leadership position attracted much industry attention and it was purchased by Aurora Cannabis Inc. in early 2018 for more than \$1 billion.

Brent takes great pride in contributing to his field through his involvement on the Steering Committee for the Agricultural Biotechnology Industry Conference 1998 and 2010, Chair of Ag-West Bio, Chair of Gravity Brain Learning, a Director of CETAC West, and Chairman for Harvest Community Inc.

*\*This year, Ag-West Bio's Annual Meeting includes a special resolution (amending the Corporation's Articles) to be approved.*