



## Building trust in modern agriculture: How you can help!

*April 18, 2018 - Innovation Place, Saskatoon, SK*



**Kim McConnell** is a founder and former CEO of AdFarm, one of the largest agricultural marketing communications firms in North America.

Over the years, Kim has led brand and marketing assignments for many respected national and global companies. He has been the catalyst behind numerous major industry ventures including an initiative to build greater public trust in food and farming.

Kim is the recipient of many national business awards. In 2012 he was inducted into the Canadian Agricultural Hall of Fame. And in 2017 Kim was appointed a Member of the Order of Canada, Canada's highest civilian award.

Kim remains involved with AdFarm and is also a director on a number of corporate and volunteer boards. Kim is passionate about agriculture, food, youth and the entrepreneurial spirit.



**Sara Shymko** is Executive Director for Ag in the Classroom, Saskatchewan. She is a passionate leader who gets energized by new ideas. Sara was raised on a mixed farm near Jasmin, Saskatchewan and still returns to the farm to help out as often as possible. She graduated from the University of Saskatchewan with a Bachelor of Science in Agriculture Economics.

Before joining Ag in the Classroom Sask, Sara was fortunate to have the opportunity to live and work in Uganda and Australia. Sara is the proud mother of two lovely, high spirited daughters, Alexandra & Jordyn, and is delighted they share her love of gardening and football!



**Clinton Monchuk** grew up on a mixed dairy, beef and grain family farm outside of Lanigan, Saskatchewan. He received his Bachelors of Science in Agriculture, majoring in Agricultural Economics, from the University of Saskatchewan in 2000, and Masters of Business Administration in Agriculture from the University of Guelph in 2002.

Clinton has enjoyed numerous roles as a researcher, educator, manager, economist and director of trade policy, while residing in Mexico, Washington DC, Ottawa and throughout Saskatchewan.

In late 2016 Clinton accepted the role of Executive Director with Farm & Food Care Saskatchewan to promote farming and ranching to consumers. Clinton understands the value of increasing public trust in agriculture and actively promotes engagement between the agriculture industry and consumers.

Clinton, Laura and their children Jackson and Katelyn, continue to be active partners on their family grain and layer farm in Saskatchewan and cattle ranch in Oklahoma.

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**Debbie Bailey** is Specialist, Agriculture More Than Ever at FCC, where she engages with a variety of associations and industry influencers to support and promote partnership opportunities that add value to Canadian agriculture.

Debbie was raised on a grain farm near Whitewood, Sask. She moved to Regina to earn a bachelor of arts degree and a certificate in public relations. Her upbringing inspired her passion for agriculture and led her to Farm Credit Canada in 2002.

Debbie is a proud advocate who enjoys sharing her love for the industry with her family and friends, in person and on social media. Debbie and her husband have five boys.



**Stuart Smyth** is an Assistant Professor in the Department of Agriculture and Resource Economics at the University of Saskatchewan, where he holds the Industry Research Chair in Agri-Food Innovation. His research focuses on sustainability, agriculture, innovation and food. Dr. Smyth publishes a weekly blog on these topics at: [www.SAIFood.ca](http://www.SAIFood.ca).

Recent publications include an authored book with William Kerr and Peter Phillips, *Biotechnology Regulation and Trade*, published by Springer (2017); a co-edited book with Nicholas Kalaitzandonakes, Peter Phillips and Justus Wesseler, *The Coexistence of Genetically Modified, Organic and Conventional Foods*, published by Springer (2016); and a co-editor book with Peter Phillips and David Castle of the *Handbook on Agriculture, Biotechnology and Development*, a 51 chapter book published by Edward Elgar (2014).

An additional 27 journal articles have been published in the past three years. In the summer of 2015, Dr. Smyth was part of a large group of scientists at the University of Saskatchewan that received \$37 million targeted towards designing crops that will improve global food security.



**Krystal Aulie** is the Agriculture Awareness Manager with the Saskatchewan Ministry of Agriculture. She leads the Ministry's efforts to build society's trust in modern food production by engaging industry, supporting youth and consumer education initiatives, and working with federal and provincial partners to align programming.

Krystal holds a Bachelor of Commerce from the University of Saskatchewan and was the recipient of the Premier's Award for Excellence in the Public Service in 2016.

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