

“Stay Connected...Stay Informed”

OABA Webinar Series



An Introduction to Field to Market Canada

Webinar Summary: [Field to Market Canada](#) brings together a diverse group of grower organizations; agribusinesses; brands and retailers; civil society; universities and public sector partners to focus on defining, measuring and advancing the sustainability of food, feed, fiber and fuel production in Canada.

During this webinar a brief introduction to Field to Market Canada will be provided and an example project will be discussed, as well as going over the sustainability metrics. The presentation will be about 30 minutes with a short Q&A session to address any questions from participants.

Date: Wednesday March 3, 2021

Time: 12:00pm EST (approx. 1 hour)

Presenters:

Harvey Bradford, Managing Consultant & Advisory Services, Serecon

Markus Weber, Management Consulting & data Analysis, Serecon

Harvey grew up on and worked extensively on a beef cattle ranch in southern BC. He has a Master's in Agricultural Economics from Germany and a wealth of valuable experience working in various roles from Canada's diplomatic mission to the World Trade Organization in Geneva, the Food and Agriculture Organization in Rome, and the Office of Agricultural Affairs at the US Embassy in Ottawa. He has considerable experience working within government agencies and has a strong understanding of economics and policy, while at the same time bringing an expert ability to use both quantitative and qualitative information in assessing the impact of critical factors on the value of agribusiness. He has completed contracts for a large variety of clients at Serecon – public sector, private businesses, and agricultural industry organizations.

Markus has experience as a lawyer, a farmer/rancher, and as a senior government executive. As a Deputy Minister for 7 years, he developed a thorough understanding of the policy-development process for high-profile initiatives and managed large interdisciplinary teams. Markus grew up and worked extensively on a 9,000 acre farm near Camrose, Alberta growing grains, oilseeds, and beef cattle. His roles included early adoption of variable-rate fertilizer technology and other precision management. A strategist, he has worked for a large variety of clients at Serecon -- public sector, private businesses, and agricultural industry organizations. In addition to policy-focused work, he excels at quantification and the development of technology-related tools for agriculture.

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