



**nacs**  
north american  
consulting school

# “INVESTING IN AGRICULTURE AND FOOD”

***2013 North American  
Consulting School (NACS)***

November 20 – 21, 2013

The Greenwood Inn & Suites, Calgary, Alberta

[cmc-canada.ca/go/nacs](http://cmc-canada.ca/go/nacs)

# Attend the Best Agriculture and Food Investment Conference of 2013

The Certified Agricultural Consultants and the Canadian Association of Management Consultants (CMC-Canada) are hosting the North American Consulting School (NACS), November 20 and 21 in Calgary, Alberta, a day and a half event of learning and connecting. The theme of this year's consulting school is "Investing in Agriculture and Food."

Growth in the global agriculture and food sector stimulates investment in all segments of the agriculture and food supply chain – new production technologies, farmland, value added processing, and required infrastructure. Agriculture and food is an attractive area for investment because of rising incomes in Asia, food security concerns, the integration of food and energy markets, the growing bio-economy, and consumers demanding to know where their food comes from and how it is produced.

Investors are looking around the world to determine where their investment profile offers the lowest risk and highest reward. Canadian corporations, foreign corporations, sovereign wealth funds, providers of financial products, and wealthy individuals each have a unique motivation for investing in agriculture and food.

NACS will provide a forum for information exchange and discussion on topics and issues related to investing in the agriculture and food sector, including: Foreign Investment in Global Agriculture and Food; Fundamentals of the Investment Opportunity; Where to Invest Within Canadian Agriculture and Food; and Opportunities in Canadian Agriculture and Food.

The Conference will present keynote speakers and panelists offering diverse views on investing in agriculture and food. Some speakers and panelists offer a global perspective, while others have a very Canadian focus.

Don't miss the opportunity to network with professionals in related areas of expertise. We look forward to seeing you at the North American Consulting School.

NACS will provide an opportunity to:

- Learn about global investment trends.
- Meet global industry professionals.
- Obtain leading industry information.
- Discover new opportunities.

# Chair's Message

The 9th North American Consulting School is being brought to you by the Certified Agricultural Consultants (CAC) Committee of the Canadian Association of Management Consultants (CMC-Canada). The efforts of these two groups and our sponsors have resulted in an outstanding series of speakers covering the conference theme: "Investing in Agriculture and Food."



As you will note from the conference schedule, the speakers commence with an analysis of trends and projections for global agriculture and food. Then the focus shifts to the fundamentals of investing in Canadian agriculture and food and the opportunities this market presents.

The intent and purpose of this series of conferences is to provide current knowledge to a host of participants – consultants, investors, financial advisors and others interested in where we are at and where we are going in agriculture and food in Canada and around the world. As with our past conferences, an important component is the aspect of networking and we have allocated time for this to occur.

We encourage you to support the firms who graciously sponsored this Conference. These firms and individuals will be recognized at the Conference proceedings.

We look forward to meeting you at the Conference.

A handwritten signature in black ink, appearing to read 'Don Hoover'.

**Don Hoover, PAg, CAC, CMC – Edmonton, AB**  
**Chair, Certified Agricultural Consultants Committee, CMC-Canada**  
[dhoover@serecon.ca](mailto:dhoover@serecon.ca)

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*I'd like to take this opportunity to thank the Committee for their contributions to the Conference:*

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# “Investing in Agriculture and Food” Conference Schedule

## **Wednesday November 20, 2013**

- 12:30 p.m. Registration
- 12:30 p.m. Pre-NACS Networking
- 1:15 p.m. Opening Remarks
- 1:30 p.m. ***Foreign Investment in Global Agriculture and Food***  
Michael Swanson, Wells Fargo, Minneapolis, MN  
Q & A
- 2:30 p.m. **Investing in Global Agriculture and Food – Panel Perspectives**
- Investing in Agriculture and Food In South America (Brazil)***  
Eric Bonner, Brookfield Asset Management Inc., Toronto, ON  
Q & A
- Global Investing in Farm Equipment***  
Peter Lacey, Cervus Equipment Corp., Calgary, AB  
Q & A
- Investing in Agriculture Infrastructure***  
Randal Linville, Agspring, Leawood, KS  
Q & A
- 4:15 p.m. ***Canadian-International Ag Investment – A Lender’s Perspective***  
Lyndon Carlson, Farm Credit Canada, Regina, SK
- 5:00 p.m. Adjourn
- 5:30 p.m. Cocktails and Networking
- 6:30 p.m. Dinner
- 8:00 p.m. ***It’s Never that Old Cat/Dog Thing when it Comes to Ranching***  
Brian Keating, Going Wild, Calgary, AB
- 8:30 p.m. After Dinner Networking

# "Investing in Agriculture and Food" Conference Schedule

## Thursday November 21, 2013

- 7:00 a.m. Breakfast
- 8:00 a.m. ***Investment Merits of Canadian Farmland***  
Tom Eisenhauer, Bonnefield, Ottawa, ON
- 8:45 a.m. ***Investment Opportunity – A China Perspective***  
Gordon Houlden, China Institute-University of Alberta, Edmonton, AB
- 9:30 a.m. **Panel: Michael Swanson, Tom Eisenhauer, Gordon Houlden, Randal Linville**
- 10:15 a.m. Networking Break
- 10:30 a.m. **Panel Perspectives: The Underlying Fundamentals: Climate, Grain, and Cattle**  
***Extreme Weather and Climate: Is This the New Norm?***  
Dr. Barrie Bonsal, Environment Canada, Saskatoon, SK  
Q&A  
***World Grain Markets and Energy Markets***  
Marlene Boersch, Mercantile Consulting Venture Inc., Winnipeg, MB  
Q&A  
***Livestock Outlook***  
Anne Dunford, Gateway Livestock Exchange, Taber, AB  
Q&A
- 12:15 p.m. Lunch and Luncheon Speaker  
***Investing in Prairie Farmland and Food Businesses***  
Garth Anderson, Partner, Blake, Cassells & Graydon LLP, Calgary, AB
- 1:30 p.m. ***Investing in Canadian Agriculture and Food - Panel Perspectives***  
Karim Kadry, Agcapita Farmland Investment Partnership, Calgary, AB  
John Chu, AltaCorp Capital Inc., Calgary, AB  
***Insights on Food Processing Investment***  
Gary Haley, Vantage Foods, Calgary, AB  
Q&A
- 3:15 p.m. ***Opportunities in Canadian Agriculture and Food***  
Kim McConnell, AdFarm, Calgary, AB
- 3:45 p.m. Closing Remarks
- 4:00 p.m. Adjourn
- 4:00 p.m. Post Conference Networking and Coffee  
– 4:30 p.m.



# Who We Are



## **About Certified Agricultural Consultants (CAC)**

The Certified Agricultural Consultants (CAC) is a professional organization whose designation is administered by the Canadian Association of Management Consultants (CMC-Canada). By earning the Certified Agricultural Consultant (CAC) designation you can enhance your knowledge and career opportunities.

CAC certification is rapidly becoming recognized as the national standard of professionalism in agricultural consulting. A CAC's knowledge, skills, and commitment to continuous learning are often considered by clients when awarding contracts. The CAC designation represents experience, capability, and adherence to ethical and professional standards.

In fact, the knowledge, skills, and commitment associated with the CAC professional designation are now considered by clients when awarding contracts.

For more information, please visit [cmc-canada.ca/go/cac](http://cmc-canada.ca/go/cac)

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de conseil en management

## **About Canadian Association of Management Consultants (CMC-Canada)**

CMC-Canada fosters excellence and integrity in the management consulting profession as a whole.

CMC-Canada administers, and its provincial Institutes confer, the Certified Management Consultant (CMC) designation in Canada. The Association and its members advocate for the CMC designation and are dedicated to advancing the profession and delivering the benefits of those efforts to the client community. CMC-Canada is a founding member of the International Council of Management Consulting Institutes (ICMCI).

For more information, please visit [cmc-canada.ca](http://cmc-canada.ca)

## Conference Location

**The Greenwood Inn & Suites, Calgary, AB**  
**3515 – 26 Street NE, Calgary, AB T1Y 7E3**  
**Tel: 403.250.8855**

A block of rooms is reserved at The Greenwood Inn at the special rate of \$129 plus taxes per night, single or double occupancy.

To reserve your room, call toll-free 1.888.233.6730. Please indicate that you are booking for the North American Consulting School. Booking by November 5 is a must to guarantee a room at the North American Consulting School preferred rate.

**Accommodation reservation cut-off is November 5!**

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## Conference Registration

To register go to [cmc-canada.ca/go/nacs](http://cmc-canada.ca/go/nacs)

CMC-Canada members must login to receive member rate. Holders of the P.Ag. designation can register at the member rate. To receive student rate you must be able to provide valid post-secondary student ID.

TYPE	MEMBER	NON-MEMBER	STUDENT
<b>Early Bird (Oct. 31)</b>	\$345	\$395	\$100
<b>Regular</b>	\$395	\$445	\$100

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## Conference Attire

**Business casual.** You should dress so you are comfortable to sit in sessions and to mingle with peers, industry leaders, and other professionals.

# Conference Schedule

DAY ONE | WEDNESDAY, NOVEMBER 20, 2013

## TIME

12:30 p.m.

12:30 p.m.

1:15 p.m.

1:30 p.m.



## ACTIVITY

Registration

Pre-NACS Networking

Opening Remarks

### ***Foreign Investment in Global Agriculture and Food***

**Michael Swanson, Ph. D.**

Senior Vice President, Agricultural Economist and Consultant  
Wells Fargo, Minneapolis, MN

**BIO:** Michael Swanson is an agricultural economist and consultant for Wells Fargo, the largest commercial agricultural lender in the United States. His responsibilities include analyzing the impact of energy on agriculture, forecasting for key agricultural commodities, such as wheat, soybeans, corn, and cotton, and livestock sectors, such as cattle, dairy, and hogs. Additionally, he helps develop credit and risk strategies for Wells Fargo's customers, and performs macroeconomic and international analysis on agricultural production and agribusiness. Prior to working at Wells Fargo, he worked for four years at Land O' Lakes, a large national dairy cooperative. Michael received undergraduate degrees in economics and business administration from the University of St. Thomas in St. Paul, Minn., and both his master's and doctorate degrees in agricultural and applied economics from the University of Minnesota.



DAY ONE | WEDNESDAY, NOVEMBER 20, 2013 *continuing*

**TIME**

2:30 p.m.

**ACTIVITY**

***Investing in Global Agriculture and Food  
Panel Perspectives***

***Investing in Agriculture and Food  
In South America (Brazil)***

**Eric Bonner**

Senior Vice-President, Private Funds Group  
Brookfield Asset Management Inc., Toronto, ON

**BIO:** Eric Bonner is responsible for Brookfield's client relationships with Canadian institutional investors and fund raising efforts for the corporation in the private equity sector in Canada. Eric has led fundraising efforts for several Brookfield private real asset funds since 2007, successfully negotiating commitments of over US\$1.5 billion from investors world-wide. Prior to this achievement, he was responsible as Managing Director for the company's timber operations in Brazil, where he resided for six years from 1998 to 2004. He was instrumental in planning and executing a turn-around restructuring for these assets over that six-year period as well as leading the successful launching of Brookfield's first private equity Brazil Timber Fund.

***Global Investing in Farm Equipment***

**Peter Lacey**

Cervus Equipment Corp., Calgary, AB

**BIO:** Peter Lacey serves as the Executive Chairman for the Cervus Board of Directors. Prior to assuming this role, Mr. Lacey was the President, Chief Executive Officer, and a Director of Cervus Equipment Corporation, and one of the founders of Cervus Equipment since 1999.

In his capacities with Cervus he has been involved in the global agricultural equipment sector with interests throughout North America, New Zealand, and other International markets.



DAY ONE | WEDNESDAY, NOVEMBER 20, 2013 *continuing*

**TIME**

**ACTIVITY**

4:15 p.m.



Mr. Lacey is also the President, Chief Executive Officer, and a trustee of Proventure Income Fund, a public real estate investment trust listed on the TSX Venture Exchange.

**Lyndon Carlson**

Senior Vice-President, Marketing, Farm Credit Canada

**BIO:** Lyndon Carlson is Senior Vice-President of Marketing at FCC, responsible for products, pricing, brand, marketing programs and industry relations as well as FCC's learning programs, management software, and interactive and online services. Lyndon has 30 years of experience in several areas of agribusiness and marketing. He holds a Bachelor of Science in Agriculture from the University of Saskatchewan. In 2012, Lyndon was recognized with the Queen Elizabeth II Diamond Jubilee Medal for his contributions to 4-H Canada and was named the Canadian Agri-Marketing Association's Agri-Marketer of the Year. Lyndon serves as Past President of the Canadian 4-H Foundation, is a Director of the Canada FarmSafe Foundation, a Director of Agrivita Canada, and a Director of the Canadian Centre for Health and Safety in Agriculture.

5:00 p.m.

Adjourn

5:30 p.m.

Cocktails and Networking

6:30 p.m.

Dinner

DAY ONE | WEDNESDAY, NOVEMBER 20, 2013 *continuing*

**TIME**

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8:00 p.m.



**ACTIVITY**

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***Wildlife Perspective in Global Agriculture***

**Brian Keating**

Founder, Going Wild, Calgary, AB

**BIO:** Brian Keating, broadcaster, educator, and wildlife expert—for nearly three decades between 1983 and 2011—served as the Calgary Zoo’s Head of Education & Conservation Outreach. In that capacity, he spearheaded global environmental efforts that lead Reader’s Digest Magazine to name him “Canadian Hero of the Year.” He has inspired countless Albertans through his documentaries, regular appearances on the Discovery Channel, weekly segments on CBC Radio (both in Calgary and Edmonton), five children’s books, and international public speaking. Presently, he’s the Zoo’s Honourary Conservation Advisor to their outreach efforts, a part time Adjunct Assistant Professor of Anthropology at the U of C, and the owner of [www.goingwild.org](http://www.goingwild.org)

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8:30 p.m.  
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.....  
After Dinner Networking  
.....

# Conference Schedule

DAY TWO | THURSDAY, NOVEMBER 21, 2013

## TIME

7:00 a.m.

8:00 a.m.



## ACTIVITY

Breakfast

### *Investment Merits of Canadian Farmland*

#### **Tom Eisenhauer**

President, Bonnefield Financial Inc., Ottawa, ON

**BIO:** Tom Eisenhauer is responsible for Bonnefield's investment management operations, farmland investments, as well as relationships with Bonnefield's institutional and high-net-worth farmland investors. He has over 23 years of finance industry experience in a broad range of private equity investing, investment banking and merchant banking activities including buyouts, restructurings, mergers and acquisitions, equity underwritings, private placements of debt and equity, as well as numerous valuation and strategic advisory transactions. Prior to Bonnefield, Tom was the founder and Managing Partner of Latitude Partners, a private equity fund specializing in buyouts of technology companies.

9:00 a.m.



### *Investment Opportunity: A China Perspective*

#### **Gordon Houlden**

Director of China Institute, University of Alberta, Edmonton, AB

**BIO:** Gordon Houlden is the Director of the China Institute and Professor of Political Science at the University of Alberta. He was born in Calgary, Alberta, and attended the University of Calgary where he received his B.A., and completed subsequent graduate work at Carleton University in Ottawa, and at the University Nacional in Lima, Peru.

DAY TWO | THURSDAY, NOVEMBER 21, 2013 *continuing*

**TIME**

**ACTIVITY**

Gordon joined the Canadian Foreign Service in 1976, and served in Ottawa in the East Asian, China, Caribbean, Latin American and Defence Relations units. Twenty-two of his years in the Canadian foreign service were spent working on Chinese affairs for the Government of Canada.

Under his leadership, the China Institute has focused on contemporary China studies, with an emphasis on Canada's trade, investment and energy linkages with the People's Republic of China.

10:00 a.m.

Networking Break

10:30 a.m.

***The Underlying Fundamentals:  
Climate, Grain, and Cattle***  
Panel Perspectives

***Extreme Weather and Climate: Is This the New Norm?***

**Barrie Bonsal, PhD**

Research Scientist, Environment Canada, Saskatoon, SK

**BIO:** Barrie Bonsal is a research scientist with the Watershed Hydrology and Ecosystem Research Division of Environment Canada based in Saskatoon, Saskatchewan. He obtained a PhD in Physical Geography from the University of Saskatchewan in 1996, and then worked for Environment Canada in Toronto before returning to Saskatoon in 2001. Throughout his career, Barrie has carried out extensive research on the impacts of both past climate variability and extremes, and projected future climate change on the water resources of Canada, resulting in the publication of over 60 research papers and reports. He is also currently an adjunct professor in the Department of Geography at the University of Saskatchewan and University of Victoria.



DAY TWO | THURSDAY, NOVEMBER 21, 2013 *continuing*

**TIME**

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**ACTIVITY**

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***World Grain Markets and Energy Markets***

**Marlene Boersch**

Partner and General Manager  
Mercantile Consulting Venture Inc., Winnipeg, MB

**BIO:** Marlene Boersch was raised on a grain farm in Europe, which instigated her life-long interest in agriculture. She holds a Master's Degree in Agricultural Economics from the University of Saskatchewan, Saskatoon and has completed the Advanced Program for Agribusiness Managers, American School of International Management.

Since obtaining her Degree in 1983, Marlene has been actively involved in the agriculture industry in Canada. She traded and exported Canadian crops internationally for 20 years while working for Cargill Grain, XCAN Grain Ltd, and Berdex Canada Ltd.

In 2003, Marlene co-founded Mercantile Consulting Venture, a professional services company specializing in private label market intelligence, risk management solutions, and project consulting in the field of agriculture.

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***Livestock Outlook***

**Anne Wasko (Dunford)**

Market Analyst, Gateway Livestock and Cattle Trends Inc.,  
Taber, AB

**BIO:** Anne Wasko Dunford is a Market Analyst for Gateway Livestock Exchange based in Taber, Alberta and assists Gateway customers in the area of market intelligence and strategy planning. Anne is the President of Cattle Trends Inc., a company that consults for companies and individuals in the cattle business. Prior to Gateway Livestock, Anne was the Senior Market Analyst with Canfax, a division of the Canadian Cattlemen's Association, for 21 years providing members with market information and analysis. She is a Board Member on the Alberta Livestock and Meat Agency.

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DAY TWO | THURSDAY, NOVEMBER 21, 2013 *continuing*

**TIME**

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12:15 p.m.



**ACTIVITY**

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Lunch and Luncheon Speaker

***Investing in Prairie Farmland and Food Businesses***

**Garth Anderson**

Partner, Blake, Cassells & Graydon LLP, Calgary, AB

**BIO:** Garth Anderson's practice is focused on the acquisition, development, and financing of commercial real estate and infrastructure projects. Garth advises numerous Canadian and foreign-based institutional clients, including pension funds, life insurance companies, real estate investment trusts, utility companies and Crown corporations, in connection with the acquisition, disposition, leasing and financing of their commercial and industrial properties.

1:30 p.m.



***Investing in Canadian Agriculture and Food  
Panel Perspectives***

**Karim Kadry**

Partner, Agcapita Farmland Investment Partnership  
Calgary, AB

**BIO:** Karim Kadry has over 15 years of international experience in investment and corporate finance. He received his BSc. from Cairo University, an MBA jointly from IESE School of Business and Nile University and a number of academic and professional designations including the CFA, PAg, CAC, and CMC.

DAY TWO | THURSDAY, NOVEMBER 21, 2013 *continuing*

**TIME**

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**ACTIVITY**

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**John Chu**

Managing Director, Institutional Equity Research,  
AltaCorp Capital Inc., Calgary, AB

**BIO:** Prior to joining AltaCorp, John Chu was Senior Vice President in Agriculture and Industrials Research for eight years at Mackie Research Capital (previously Research Capital). Prior thereto, he spent three years in equity research at Scotia Capital, and prior to that at HSBC Securities. Mr. Chu holds a BA (Honours) in Economics from Queens University, an MBA from the Richard Ivey School of Business at the University of Western Ontario, and holds the CFA designation.

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**Gary Haley**

President and CEO, Vantage Foods, Calgary, AB

**BIO:** Gary Haley has invested his career in North American agriculture and food processing industries as a successful entrepreneur in both primary and value-added sectors. In the last 20 years, he has directed the conception, development, and growth of Vantage Foods, a leader in the retail case-ready fresh meats market. A life-long passion for positive change drives Gary's commitment to championing the company's Brand Promise and Core Values, which support the Vantage growth strategy. Gary holds an international MBA from IMD (Lausanne, Switzerland) and is a graduate of the Harvard Business School Owner and Presidents Management Program. Vantage is a private company held by the Haley family with equity participation by senior management.

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DAY TWO | THURSDAY, NOVEMBER 21, 2013 *continuing*

**TIME**

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3:15 p.m.



**ACTIVITY**

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***Opportunities in Canadian Agriculture and Food***

**Kim McConnell**

Founder, AdFarm, Calgary, AB

**BIO:** Kim McConnell is a founder and the former CEO of AdFarm, an agriculture-focused marketing and communications firm.

In 1984, Kim started the business in the basement of his house and in 2007, he stepped down as CEO. Over the years, Kim has led many national and international brand and marketing assignments for many respected companies including Farm Credit Canada, Dow AgroSciences, RBC Royal Bank, Agrium, and Canada Beef Inc.

Kim is also the recipient of many national business awards including Canadian Agri-Marketer of the Year, finalist for the Ernst & Young "Entrepreneur of the Year", the Canadian Youth Business Foundation "Mentor of the Year". In 2012 he was inducted into the Canadian Agricultural Hall of Fame.

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3:45 p.m.

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Closing Remarks

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4:00 p.m.

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Adjourn

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4:00 p.m.  
to 4:30 p.m.  
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Post Conference Networking and Coffee  
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# Call for Sponsors

The NACS has enjoyed the support of the Canadian agri-business in presenting past schools. Once again we are offering the opportunity to participate and support this important event. We believe that associating your corporate name with our program will provide continuing benefits for your firm.

NACS provides four levels of financial support:

<b>PLATINUM</b>	<b>\$5,000.00</b>
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## Become a Sponsor Today!

**Adele Buettner**

Event Manager, AgriBiz Communications

Tel: 306.249.3512

email: [office@agribiz.ca](mailto:office@agribiz.ca)

# Registration Form

North American Consulting School—"Investing in Agriculture and Food"  
November 20-21, 2013, Calgary, AB

**Register now at [cmc-canada.ca/go/nacs](http://cmc-canada.ca/go/nacs), or fax or  
email your registration form to Ashley Lambe**

Tel: 416-860-1515 ext. 204 Fax 416-860-1535

Email: [alambe@cmc-canada.ca](mailto:alambe@cmc-canada.ca)

## CONTACT INFORMATION

First Name	Last Name	Title
Organization	Address	
City	Province	Postal Code
Telephone	Fax	Email

## ORDER INFORMATION

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- Early Bird Rate BEFORE OCTOBER 31 **\$395.00**
- Rate AFTER October 31 **\$445.00**

### STUDENT:

- Early Bird Rate BEFORE OCTOBER 31 **\$100.00**
- Rate AFTER October 31 **\$100.00**

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## Platinum Level



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