

Announcing New Seeds Canada Executive Director

MAY 13, 2021 -- Seeds Canada is pleased to announce the appointment of Barry Senft as Executive Director. Barry will join Seeds Canada June 1.

“We look forward to welcoming Barry to our organization. His national experience in the grain sector, understanding of agriculture issues and extensive experience in strategic development and leadership will be an asset,” said Ellen Sparry, President of Seeds Canada. “We are excited about Barry’s vision for Seeds Canada and the leadership he will bring as we continue to build a progressive, modern, competitive, growing seed sector in Canada.”

Barry has more 30 years experience in the private and public agri-business sectors, including the strategic development and merging of three organizations, in his most recent role as CEO at Grain Farmers of Ontario. He has also served as Executive Director of the Canadian International Grains Institute, Chief Commissioner with the Canadian Grain Commission and Second-Vice President of the Saskatchewan Wheat Pool.

“I am honoured to be joining Seeds Canada, and I look forward to continuing to build on the incredible legacy of the organizations brought together under this banner,” noted Senft. “The importance of Canada’s seed sector is on display from coast to coast during spring planting. The impact of the seed sector is already significant, but there is great potential for it to do more if we can unlock its full potential with the right regulations and support.”

“We look forward to working together to build a culture for staff, Board, members, and clients that will further contribute to a growing and thriving seed sector.” Sparry added, “We would also like to thank Interim Executive Director, Tyler McCann, for the work he has done to guide the organization through its amalgamation process.”

As Executive Director, Barry will work closely with the Board of Directors and staff to ensure the organization continues to grow throughout the amalgamation and deliver enhanced services for members and clients. One of Barry’s first acts will be to enact a renewed outreach to current and potential members and to drive Seeds Canada’s members priorities to the forefront of government agenda.

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Seeds Canada is the national voice for Canada’s seed system. Seeds Canada was created by bringing four seed associations together into one organization to deliver stronger advocacy for the seed sector and enhanced services for members and clients. Seed is the vital first link in the agriculture value chain, contributing over \$6 billion to the economy, employing more than 63,000 Canadians, and exporting more than \$640 million annually.

For more information:

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