



**Investment
Agriculture
Foundation**
of British Columbia

MEDIA RELEASE

Three New Directors Join Investment Agriculture Foundation

Victoria, B.C., May 6, 2008 – The Investment Agriculture Foundation of B.C. (IAF) welcomes three new directors to its board. Marcel Cloutier, Irmi Critcher, and Ernie Willis were appointed following the April 15, 2008 annual general meeting.

“The caliber of nominees put forward by the B.C. agriculture industry is exceptionally high,” said outgoing IAF board chair Bert Miles. That assessment is echoed by Rhonda Driediger, chair of the industry members’ group that makes appointments to the IAF board. “We have full confidence in this complement of directors to provide strong input, expertise and representation to the board,” said Driediger.

Marcel Cloutier represents emerging sectors on the board. A part-time cattle rancher residing in Kamloops, he also works in farm equipment sales. Marcel is actively involved in First Nations issues, serving as president of the First Nations Association Kamloops Region (2005), as director of the First Nations Agriculture Lending Association (2005), and as vice president of the Two River Metis Association (2003). He was the first cattleman in B.C. to introduce certified hormone-free beef for domestic consumption.

Irmi Critcher, who represents the grains, oilseeds and forage sector, is the current president of the B.C. Grain Producers Association. She has been on the BCGPA board for ten years, during which time she was active on numerous committees. Her past involvements include being a director of the B.C. Grain Industry Development Council and a member of the Peace River Regional Districts Wildlife Committee. Irmi and her husband Barry own and operate a 3,000-acre grain and oilseed farm near Taylor, B.C.

The beef cattle sector is represented by Ernie Willis, a third generation rancher in the Princeton area. His elected positions have included chair of the Domestic Agriculture Committee for the Canadian Cattlemen’s Association, president of the British Columbia Cattlemen’s Association, and director of the British Columbia Agricultural Council. He has also served on the Princeton Hospital Board, as chair of the Regional District of Okanagan Similkameen, and as president of the Princeton Chamber of Commerce. Ernie and his wife Lynn have three grown daughters.

“Our sincere thanks to departing directors Garnet Berge, Jens Larsen, and Bert Miles for their six years of service, the maximum allowed by IAF policy,” said Rhonda Driediger. “They have all shown exemplary commitment and dedication to the industry.”

Continuing Foundation directors are Debbie Aarts, John Berry (ex officio), Chris Byra, Tony DiMaria, Gay Hahn, Peter Levelton, Gerry McClintock, Gary Sandberg, and Harvey Sasaki (ex officio). Directors re-appointed for a further two-year term are Stuart Wilson, Derek Janzen and Bar Hayre. A new chair and executive committee will be announced in May following the next board meeting.

The Investment Agriculture Foundation of B.C. is a not-for-profit organization that manages and distributes federal and provincial funds in support of innovative projects to benefit the agriculture and agri-food industries in B.C. To learn more about the IAF and the funding programs it administers, please visit www.iafbc.com.

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