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## Investment Agriculture Foundation Announces New Executive

**July 4, 2011, Victoria, B.C.** – The Investment Agriculture Foundation of B.C. (IAF) today announced the appointment of its executive committee with Stuart Wilson as chair, Peter Levelton as vice chair, Jens Larsen as treasurer and Gay Hahn as secretary.

### About The Executive Committee

**Stuart Wilson**, who represents the post-farm gate sector, joined the IAF board in 2006. Prior to taking on the role of **chair** in 2008, Wilson served as the Foundation’s treasurer. Early in his career, Wilson spent time at Sun Rype Foods, Dairyland and Lipton Puritan. He also had a career spanning 32 years with the federal government, working for Agriculture and Agri-Food Canada and the Canadian Food Inspection Agency (CFIA) in Burnaby, Winnipeg, Ottawa and Victoria. He served as regional director with CFIA, the position from which he retired. Wilson represented Canadian agriculture on trade missions to France, the Netherlands and the United Kingdom and has served on the executives of Canada/US organizations aimed at resolving regulatory issues surrounding the movement of agricultural commodities to and from B.C.

**Peter Levelton** joined the IAF board in 2007 as a representative of the greenhouse, floriculture and nursery sectors. Levelton assumed the role of treasurer in 2009 after serving one year as secretary and is currently the Foundation’s **vice-chair**. Since 1987, Levelton and his wife Jane have owned and operated East Richmond Nurseries, now a leading supplier to landscapers, garden centres and wholesale nurseries throughout B.C. and the Pacific Northwest. Before joining the IAF board, Peter spent six years as president and vice-president of the BC Landscape and Nursery Association. He has also served on the executives of the Kinsmen Club of Richmond and the Richmond Youth Soccer organization. Peter understands first hand the need to keep farming current within an evolving global market.

**Jens Larsen** is the IAF board’s longest-serving member. He first served on the board from 2002 to 2008, representing the beef cattle industry. After a one-year hiatus, Larsen returned to represent livestock sectors other than beef and dairy cattle and has now assumed the role of **treasurer**. He was born and raised on a farm in Europe and has spent all of his life farming and ranching. He worked on farms in Denmark, Australia, California and Alberta before moving to Merritt where he managed a ranch for 16 years, acquiring his own 12 years ago. Jens is a former director of the B.C. Cattlemen’s Association, a past president of the local stock association and a past vice chair of IAF.

**Gay Hahn** joined the IAF board in 2007, representing the post-farm gate sector and assumed the role of **secretary** in 2009. Born and raised in Vancouver, she began working for Avalon Dairy in 1980, working her way up to CEO of Avalon Dairy and Valley Pride. She is a founding member and chair of the B.C. Food Processors Association, as well as chair of the board for the B.C. Dairy Foundation and an active member

of the B.C. Organic Association. Hahn is also involved with a National Seafood Sector Council initiative to define the human resources and training needs of the agri-food processing sector. She has developed one of the largest annual community dairy celebrations, Avalon Dairies Community Days, and won several community service and marketing awards, including the Barichello Award and Farm credit Canada's Rosemary Davis Award.

Irmi Critcher, who joined the IAF board in 2008, served as vice-chair from 2010 to 2011 and will continue to serve actively as a director.

"We are thankful to Irmi for her service on the executive committee and look forward to her continued contributions as the board's representative for grains and oilseeds," said Stuart Wilson.

The executive committee is appointed by the board of directors. Working closely with the executive committee and the board and representing IAF's funding partners are: **John Berry**, the B.C. Regional Director with Agriculture and Agri-Food Canada and **Lindsay Kislock**, the Assistant Deputy Minister of the Agriculture, Science and Policy Division of the B.C. Ministry of Agriculture.

IAF is an industry-led not-for-profit that strategically invests federal and provincial funds in support of innovative projects that benefit the agriculture and agri-food industries in B.C. To learn more about the Investment Agriculture Foundation and the funding programs it administers, visit [www.iafbc.ca](http://www.iafbc.ca).

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