



Personal Leadership Statement

“Although we are many miles apart, we share the same earth and the same sky.”

I inspire and nurture the growth of individuals through mentorship with compassion, integrity and authenticity. I believe in and promote equality - the standing up for the excellence of each other, and in dignity - the acceptance of all individuals and their gifts - and am accountable to these values. I promote literacy, gender equality and health as foundations for future food security and as a global leader empower people through a multidisciplinary, regenerative approach to grow food, protect environments, strengthen trade and secure financial independence for themselves, their families and their communities while respecting the historical and cultural space in which they live.

What I do:

Brenda is a highly skilled mentor, board member, speaker, writer and farmer who is recognized for her communication abilities and global vision on food systems and food security. She works with young entrepreneurs worldwide.

Student: Master of Arts in Global Leadership, Royal Roads University, Victoria, BC.

Recipient of the Lord Nuffield Scholarship, Canada *NSch*

Named: One of Alberta's 50 Most Influential People

Keynote speaker

Professional Mentor

Columnist

Senior board level expertise

Certified mediator, facilitator and interest based negotiator

Work History Snapshot:

Owner and operator of BEEFLINK, as a market analyst

Farmer of natural foods, professional grazier

Consulting business includes all areas of agri-food and projects with First Nations.

Professional mentor at work in eight countries and have worked with food systems on site study in Cuba, India, Australia, New Zealand, Fiji, Holland, England, Mexico, Argentina, Peru, Qatar, Austria, Mexico, Czech Republic, Germany, USA, Dominican Republic, Canada and off site in Ukraine, Turkey, South Sudan, South Africa, Scotland, Ireland, Philippines, France and USA. I completed my Permaculture Design Certification in Cuba.

Published author *The Development of Mentorship Programs for Women in Agriculture – A Global Perspective* and the interim investor report entitled: *The Top Ten You Need to Know about Agriculture in our World Today* My work has been featured for World Food Day and the World Economic Summit, SIA Paris, Future Farmers of America, USDA Conservation, in Global Women's Magazine and in my regular column provincially and nationally

Dairy farm manager Tri S Farms Ltd 1977 - 1980
Beef cattle feedyard manager, Tri S Farms Ltd. 1980 – 1991
Independent (self-employed) business and farm owner 37 years
30 years board and leadership
26 years industry consultant and independent published author
Market analyst for 23 years
10 years as mentor to entrepreneurs

Recent Professional Development:

FAO of the United Nations full suite of on line courses (in progress)

Student: Master of Arts in Global Leadership (current)

Governing with Intention™, Watson™, Vancouver (Sept 2015)

Enterprise Risk Oversight, Institute of Corporate Directors, Edmonton (Nov 2015)

Orientation for Directors of Crown Corporations, Canada School of Public Service, Ottawa (April 2016)

B Brenda Lee Schoepp NSch

Leadership & Commitment:

2016 –

- Vice Chair, Nuffield Canada

Guiding and mentoring scholars as they pursue their international study. Review and acceptance of scholar reports (chair).

2013 – 2017

- Board of Directors Farm Credit Canada: Governance Committee, Risk Committee, Human Resources Committee & Chair CEO Search Committee

Oversight of \$36 billion in lending to farmers, young farmers and agri-business in Canada.

2014

- Permaculture Design Certification

2012 – 2015

- Board of Directors Canadian Agri-Food Policy Institute: Audit Committee, Marketing & Communications Committee

Nonpartisan national think tank, with a mandate to put forth research and recommendations to government on policy regarding production, processing and exportation of Canadian food.

2011 –

- Nuffield Agricultural Scholarship for Canada

Global study with a focus on agriculture and food systems, humanities, economics and social and cultural structure. Meeting with diplomats and world business leaders, policy makers, processors, innovators, farmers and collecting data for publication on the study topic: The Development of Mentorship Programs for Women in Agriculture – A Global Perspective . This work is ongoing.

- Cattlemen Young Leaders: Mentor

Coach, young leader mentor and judge for this program in Canada

- Dean's Stakeholders Advisory Council: University of Calgary Faculty of Veterinary Medicine
- Agricultural Management Advisory Board:: Olds College

2010 – 2011

- Dean's Stakeholders Advisory Council University of Calgary Faculty of Veterinary Medicine
- Federal Beef Value Chain Roundtable
- Agricultural Management Advisory Board, Olds College

2008 – 2010

- Dean's Stakeholders Advisory Council, University of Calgary Faculty of Veterinary Medicine
- Community Mentor: University of Calgary Faculty of Veterinary Medicine
- Director International Livestock Congress, Calgary
- Alberta Animal Health Strategy subcommittee on Research & Education

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2006 – 2008

- Invited and published, Federal Standing Committee on Agriculture, April 2007
- Nominated, Farm Credit Canada Rosemary Davis Leadership Award
- Named One of “Alberta’s 50 Most Influential People” 2006 by Alberta Venture Magazine
- Canadian Industry Chair, 2007 Cross Boarder Livestock Health Conference
- Director, International Livestock Congress, Calgary, Canada
- Board Member Advancing Canadian Agriculture & Agribusiness Fund
- Director, University of Calgary, Alberta School of Veterinary Medicine Advisory Committee, Advanced Education & Technology
- Committee Member, Alberta Veterinary Medicine Steering Committee on Animal Health and Research
- Director, Alberta Agriculture & Food Council

2004 – 2006

- Director, Beef Cattle Research Council, Canadian Cattlemen’s Association
- Chair, Canadian Adaptation & Rural Development Fund
- Vice Chair, Advancing Canadian Agriculture & Agribusiness Fund
- Chair, Research & Technical, Alberta Beef Producers
- Director, Alberta Veterinary Medical Association Food Animal Committee
- Director, Alberta Beef Producers & ABP representative to the Alberta Livestock Industry Development Fund
- Director, Alberta Agriculture & Food Council

2003 – 2005

- Chair, Marketing and Communications, Agriculture & Food Council
- Director, Alberta Environmentally Sustainable Agriculture Council
- Chair, Alberta Environmental Farm Plan Central Alberta Peer Review Committee
A voluntary program for farms to have EFP accreditation
- Delegate, Alberta Beef Producers, Technical & Research Committee
- Co-author, ABP Research Policy Paper
- Co-author, The Discussion Paper on Testing for BSE
- Peer Review, The Mandatory Price Reporting Study
- Peer Review, The Discovery of New Risk Management Tools for Cattle Feeding in Alberta

2000 – 2004

- Director, Alberta Value Chain Initiative, Beef Livestock Advisory
- Director, Alberta Agriculture & Food Council
- Joint Co-Coordinator, six North American feedlot & agricultural tours
- Delegate, Alberta Beef Producers, Cattle Feeder Council

1979 – 2000

- Various leadership roles and development of the Inaugural First Nations Agricultural Conference.

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Community & Service:

Master of Ceremonies for charity events

Member of Amnesty International

Adoption farm for abused and abandoned horses "Beth's Voice" (2006 – 2017)

Toastmasters (past member)

Volunteer for Victim Services & Community Life-Line (1998 – 2015)

Beef cattle & public speaking judge for 28 years

Creator of *Community Unity* Initiative

Creator of the *Mighty Girls Club* at the community level encouraging home schooled girls to seek higher education

Charities: Edmonton Youth Emergency Shelter, Stollery Children's Hospital, Operation Christmas Child, Alberta Women's Shelters, Amnesty International, The Salvation Army, Anonymous financial support of seniors in Alberta and direct cash support of families in developing countries

Advocate for gender equality, literacy, youth and rural communities

Contact:

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