

Theodore (Ted) John Haney

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PROFILE

An international agri-business executive with 30 years of visionary leadership. Managed the establishment of an international Italian Meats production and processing business. Represented Canadian and International livestock and meat Sustainability priorities at the United Nations. Developed a new meat transportation business, with rail-based sustainability gains. Created an international beef export company, based on Canadian brand strengths. Managed Canada's leading agri-food market development organization in a diverse cultural environment for 20 years. Candid and forthright approach in dealing with all levels of industry and government to resolve issues. A straight-talking and passionate leader.

CORE COMPETENCIES

- Trade Policy
- Government and Corporate Affairs
- Advertising and Promotion
- Strategic Planning
- Food Safety and Animal Health
- Industry and Public Relations
- Corporate Governance
- Financial Analysis and Planning

ACCOMPLISHMENTS

Operations

- Established a world-scale Canadian processing business focussed on Italian Meats. Directed operations, human resources, food safety and marketing. Primary goals included profitable import displacement, adding value to Canadian commodity products, and international brand recognition.
- Developed a new rail-based transportation service in support of domestic (east-west) and international (north-south) movement of agri-food products. Both cost savings and reduced environmental footprints were achieved.
- Developed and implemented the first organizational strategic planning and business programming processes for an international industry association. Utilized solid business principles, guided by transparent consultation and augmented with comprehensive performance measurement systems.
- Developed multi-year market development strategies for a Canadian industry. Attracted up to \$8 million in annual funding from industry and government. Assessed a return on investment of 16:1. Industry attributed over 20% of international exports directly to association programs and services.
- Provided overall management for offices in Japan, South Korea, Hong Kong, Taiwan, Mainland China and Mexico.
- Established representative offices in South Korea, Taiwan, Hong Kong, Mainland China and Mexico. Legal registration, staff hiring, administration planning and strategy development were completed in cooperation with Board of Directors and industry leaders.
- Developed and implemented a comprehensive package of bylaws, governance and ethics manuals and procedures. All roles, responsibilities and primary processes were developed to allow for consistent and predictable leadership and management.

- Established accounting and reporting systems in support of continued private and public sector funding.

International Business Development

- Operation of a beef exporting company based on supply-chain and production protocol points of differentiation.
- Provide export market development advisory services to Canadian industry associations.
- Provide brand marketing advisory services to production and processing value-chains.
- Managed multi-million dollar market development program and trade advocacy services in Asia, Latin America, Russia and Europe.
- Increased annual sector exports (outside USA) from \$24 million in 1991 to \$459 million over 20 years with a peak of \$535 million in 2010. This represents a sustained trade growth rate of 15% - higher than all international competitors.

Leadership

- Elected to the Calgary Exhibition & Stampede's Board of Directors. The Calgary Stampede is both where and how we come together to celebrate our unique brand of western hospitality and community spirit.
- Elected as Guiding Group member of the Global Agenda of Action in Support of Sustainable Livestock Development.
- Elected to the International Meat Secretariat's Board of Directors. Represent livestock and meat industry concerns worldwide.
- Appointed as Chair of the Calgary Exhibition & Stampede's International Agriculture Committee. Serving the needs of international agriculture visitors attending the Greatest Outdoor Show on Earth.
- Served on the Canadian Agri-Food Trade Association's Board of Directors. Advocated the interests of export-dependent agriculture sectors in all major trade negotiations for 8 years.
- Developed international trade policy for the Calgary Chamber of Commerce as the International Trade Expert.

Government Relations

- Provided key facilitation function between two national governments during negotiations to eliminate a major trade irritant and suspend a WTO Dispute Settlement Panel.
- Served as leading advocate for trade policy and market access requirements in key domestic and international policy consultation processes.
- Opened the Russian market to value-added products from 2008-2011. Relationships were established with Russian industry and government partners. Trade rose from \$5 million to \$24 million over the period.
- Conducted trade access negotiations with Korea, Mainland Chinese and Taiwan officials on behalf of Canadian industry. Commercially-viable market access across a wide range of regulated products was established in each market.

- Organized and led Asian regulatory and commercial missions studying the Canadian industry sectors. Missions were designed to inform, entertain and create life-long relationships in support of expanded exports.
- Acted as liaison between the Government of Canada and the Western Canadian beef processors in support of regulatory oversight change.

Public Relations

- Developed and implemented comprehensive national and international public communication strategies with government and industry partners in the face of critical trade interruptions.
- Conducted over 2,000 crisis-intervention media interviews, supporting confidence and economic recovery in all markets
- Designed and developed multi-layered web sites for industry associations with up to 2 million unique visits per year.
- Motivational speaker focussed on cross-cultural business to industry audiences.

PROFESSIONAL EXPERIENCE

Ranch 4 International Ltd. President	1992 – Present
Soleterra d'Italia Ltd. General Manager and Director Marketing	2015 - Present
Garner Enterprises Associate	2012 – Present
Canadian Rocky Mountain Beef Inc. Principal	2011 – Present
Canada Beef Export Federation President	1992 – 2011
Executive Director	1997 – 2011
Director, Canadian Operations	1994 – 1997
	1992 – 1994
Agriculture and Agri-Food Canada Senior Red Meat Officer	1991 – 1992
AFC Agra Services Ltd. Senior Consultant	1988 – 1989
World University Services of Canada International Project Manager	1985 – 1987
Deloitte, Haskins & Sells Associates Agri-Food Consultant	1982 – 1985

PROFESSIONAL MEMBERSHIPS

- Agricultural Institute of Canada

EDUCATION

- Bachelor of Science in Agriculture, University of Alberta, Edmonton, 1982
- Master of Science in Agriculture Economics, University of Alberta, Edmonton, 1991

EXECUTIVE POSITIONS

FAO – Global Agenda for Sustainable Livestock	2012 - Present
International Meat Secretariat, Director	2008 – Present
Agriculture Trade Negotiations Group (AAFC)	2003 – Present
Beef and Cattle Trade Advisory Group (AAFC)	2005 – 2011
Beef and Cattle Producer Advisory Group (CFIA)	2005 – 2011
Beef Market Access Committee/Group (AAFC)	2005 – 2011
Canadian Agri-Food Trade Alliance, Director	2003 – 2011

COMMUNITY ACTIVITIES

Canadian Agriculture Hall of Fame, Director	2016 - Present
Bow Valley Syrian Refugee Project, Member	2015 - Present
Calgary Exhibition & Stampede	
• Board of Directors	2014 – Present
• Indian Activities Committee	2013 – 2014
• International Agriculture Committee	2002 – 2014
• Friends of the Young Canadians of the Calgary Stampede	1997 – 2003
International Shotokan Karate Federation, Instructor	2004 – 2012
Summerstock Conservatory Society, President	2006 – 2010
Theatre Guild, Summerstock Conservatory	2005 – 2006
Crowfoot YMCA and ACKU, Karate Instructor	1997 – 2003

AWARDS AND HONOURS

Jim Graham Award, Canada Beef Export Federation	2011
“Most Outstanding Contribution to Canadian Beef and Veal Exports”	
Thought Leader, Meatingplace Magazine	2006
50 Most Influential Albertans, Venture Magazine	2005
Distinguished Agrologist Award, Alberta Institute of Agrologists	2001

HOBBIES

Skiing, Golfing, Hiking, Travel
 Second Level Black Belt, International Shotokan Karate Federation