



Soil Champions Committee of SCCC



VISION

To be the catalyst that ensures the care and protection of agricultural soil for the enduring benefit of society and the environment.

STATEMENT OF PURPOSE

- (a) Advance education and transfer knowledge to provide a broad societal appreciation for healthy soil.
- (b) To foster the protection, and care of soil health and productivity to ensure its capacity to produce reliably and sustainably.

SUPPORTING ACTIVITIES

1. Promote soil in all activities as an essential, strategic natural resource. Partners should include a wide variety of entities through society, the agri-food industry and government.
2. Provide a forum for collaboration on soil care – practices, outcomes and standards. Partners include consumers, food processors, retailers, ag business, farmers, academia, policy makers and communicators.
3. Facilitate national roundtables to better detail the definitions of soil health and sustainable agriculture. Partners include all stakeholders.
4. Promote research and demonstration that aligns with government, social, industry and agricultural capability, requirements, and expectations.
5. Participate in activities that support soil health and sustainable agriculture practices.

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Soil Champions Committee of SCCC Members

JAY BRADSHAW

Committee Chair

Jay is grateful for his 40-year career in Canadian Agriculture. Past positions and affiliations include President of Syngenta Canada, Chair and Director for CropLife Canada, inaugural Chair and Director for CleanFarms Canada, inaugural Director for Cereals Canada and Director for 4H Ontario Foundation. Presently, General Partner of AG Capital Canada, a private equity company for ag and ag food. Jay was inducted to Canadian Agricultural Hall of Fame in 2020, received his Diamond Jubilee Medal in 2013 and was CAMA Agri-Marketer of the Year in 2009.



IAN BOYD

SCCC Chair

With an interest in the “regenerative agriculture movement,” Ian is attempting cover crops, inter-cropping, and soon a variety of livestock on his North-East Saskatchewan farm. He is a former board member with the Saskatchewan Soil Conservation Association. He serves as a board member on the Conservation Learning Centre, one of the eight Agri-ARM sites within Saskatchewan. His formal education includes engineering and business.



JIM TOKARCHUK

It has been my pleasure to study and work within the agriculture and agri-food industry in Canada for nearly 40 years. Most of my career has been in the public service, which provided me with broad experience across Canada and the privilege of working with many ag professionals in all areas of the industry.



I began working for the Public service in 1986 with Manitoba Agriculture holding several positions related to soils. In 1986 I moved to the federal government and joined the Prairie Farm Rehabilitation Administration (PFRA) where I worked on many rural issues from infrastructure to soil conservation to agri-environmental programs.

After my retirement from Agriculture Canada in 2015 I became the Executive Director Soil Conservation Council of Canada (SCCC) and to this day I am enjoying working with SCCC and serving their passion for soil conservation and health in Canada.

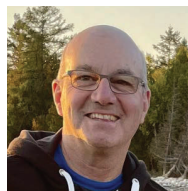
DON LOBB P.Ag.(Hon)

Don owned a successful farming operation in Ontario that became a nationally cited model for sustainable management of soil, water and the natural environment. It was the site of more than 50 major research projects, many of which focused on soil and water management. Don has developed, applied and promoted soil care practices and the soil care ethic. He also contributed much to soil care advancement by hosting visitors from around the World and through writing, presentations and the development of organizations purposed for information and technology exchange. His dedication and leadership has been recognized many times including, The Honor Award 1987 – Soil Conservation Society of America, Canadian Conservation Hall of Fame 1992 – Soil Conservation Canada, L.B. Thomson Award 2011 – Prairie Farm Rehabilitation Administration Alumni, Queen Elizabeth II Diamond Jubilee Medal 2012 and Soil Science Super Hero – Canada Agriculture and Food Museum.



ANDREW GRAHAM

Andy invested the first ten years of his career learning the art and science of soil and water conservation, first at the Upper Thames River Conservation Authority in London for seven years before taking a similar position with the Ontario Ministry of Agriculture, Food and Rural Affairs working from the Oxford County office in Woodstock. His career path shifted over to the Ontario Soil and Crop Improvement Association in 1990 where he devoted many years working alongside government and industry partners on the development and delivery of stewardship education projects, innovative incentive programming, applied research initiatives, and membership services. In 2014 he was appointed Executive Director. Now retired from OSCIA, Andy continues to reside in Woodstock with his family. In 2023 Andy was announced by the Soil Conservation Council of Canada as the winner of the L.B. Thomson Award.



DANIELLE MAYNARD

Danielle joined Glacier FarmMedia in 2022 after having spent just over 20 years with Bayer and Monsanto. Danielle is a talented people and business leader, with experience in business development, account management, customer operations, key customer relationships, marketing and strategic development and planning. She is a relationship builder, stakeholder influencer and has national, commercial experience in agriculture. Danielle has a deep passion for serving farmers and customers in agriculture. She is responsible for leading the Weather, Markets and Discovery Farm & Events.



Danielle holds a Masters of Business Administration from University of Liverpool/ Laureate Online Education, Liverpool, England, where she focused on leadership and marketing. She currently resides in Calgary, AB.

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