

Tuesday, February 9, 2021 – It’s time for the agriculture industry to be bold.

Recent world events have reinvigorated a long-standing conversation about the importance of diversity and inclusion in our sector. In light of this, we are proud to launch **The Diversity Imperative**, a podcast from Erin Gowriluk, Executive Director of Grain Growers of Canada and Hannah Konschuh, a farmer from Cluny, AB.

The project, sponsored by Syngenta, is dedicated to unearthing the agriculture industry’s potential to capitalize on its greatest resource – people, says Gowriluk.

“Although our industry has made progress in the areas of inclusion and diversity in recent decades, we are nowhere near where we need to be. Striving for inclusivity is no longer just the right thing to do; it’s a critical move to ensure our industry can continue to grow sustainably while also meeting growing global demand for our product.”

Through rich and candid conversations with diverse voices and industry leaders, Gowriluk and Konschuh aim to inspire listeners to explore ways to overcome barriers and make diversity and inclusion a topic that everyone is comfortable talking about.

“We recognized the need for action on this very important topic,” says Konschuh, who is also a director with the Alberta Wheat Commission Board of Directors. “Our industry can literally no longer afford to not be inclusive. The time for these conversations is now.”

“We are thrilled to be part of this project, as it directly aligns with Syngenta’s goals,” says Dan Wright, Head of Seeds for Syngenta Canada. “We feel it is essential to advance equity, diversity and inclusion within our company and the overall agriculture industry”

The first six episodes of the podcast will feature interviews with Christine Simpson (Sportsnet and Hockey Night in Canada), the Honourable Marie-Claude Bibeau (Minister of Agriculture and Agri-Food) and Joe Dickenson, farmer and director with Beef Farmers of Ontario and more.

The Diversity Imperative: Unearthing the Agriculture Sector’s potential is available at: diversityimperative.com and wherever you listen to podcasts.

For more information:

Erin Gowriluk
Diversity Imperative Co-host
613-233-9954
egowriluk@ggc-pgc.ca

Hannah Konschuh
Diversity Imperative Co-host
306.291.5688
hannahkonschuh@gmail.com