



AGRICULTURE COUNCIL  
OF SASKATCHEWAN INC.

## **NEWS RELEASE**

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### **Agriculture Mentorship Initiative launches in Saskatchewan**

Saskatoon (January 5, 2009) - As Saskatchewan's agriculture and agri-food sector evolves and realizes new opportunities, businesses and individuals within the sector must work hard to keep up in a rapidly changing industry. Those in growing organizations will now have the opportunity to learn from the experience and knowledge of others through the Agriculture Mentorship Initiative, a pilot program from the Agriculture Council of Saskatchewan (ACS) Inc.

The Agriculture Mentorship Initiative, which is being run by ACS under the guidance of the Business Mentorship Institute of Saskatchewan Inc. (BMI), will match entrepreneurs with experienced business owners, establishing a relationship whereby the protégé will learn from the mentor's experience and industry knowledge. Expressions of interest from prospective protégés and mentors are being accepted by ACS, with the goal of starting the mentorship process in late January.

"We have heard clearly from those in Saskatchewan's agriculture and agri-food sector that there is a need for mentoring," said Laurie Dmytryshyn, ACS Executive Director. "The Agriculture Mentorship Initiative, designed under the guidelines provided by BMI, will bring significant benefits to each protégé and lead to lasting connections between each protégé and mentor. We're hopeful that the program will catch on and grow over time."

The pilot initiative will match protégés and mentors. Owners of non-competing businesses will be matched to ensure a beneficial and cooperative relationship forms between the protégé and mentor. The focus of the relationship is on the protégé, allowing them to learn from the mentor and giving each protégé the guidance and knowledge to make decisions that will have a positive impact on their business.

Once each protégé and mentor are matched, they will be given training by BMI, which will provide the tools and structure for both the mentor and protégé that will guide them through the process and allow them to build a successful relationship. Each mentorship project will be monitored by ACS with monthly interviews with each participant, the responses of which are entered into a project management system developed by BMI.

"BMI is pleased to partner with ACS in providing mentorship opportunities in Saskatchewan's agriculture and agri-food sector," said Barb Cox-Lloyd, BMI Executive Director. "The mandate of the Institute is to create a culture of mentorship in Saskatchewan. We're striving to build our businesses and communities by creating relationships, leading to a stronger and more competitive province."

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**For more information, or if you are interested in becoming a mentor or protégé,  
please contact:**

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