



POTATO GROWERS OF CANADA

LES PRODUCTEURS UNIS DE POMMES DE TERRE DU CANADA

General Manager

The United Potato Growers of Canada was founded in 2006. Our mission is to provide potato industry information, knowledge, and analysis that allows producers to make timely informed production and marketing decisions. We are a national organization representing potato growers across the country from the east to the west coast. Our not-for-profit organization is governed by a Board of Directors representing each member province.

The General Manager of the United Potato Growers of Canada is responsible for:

- Overseeing all day-to-day UPGC activities and operations
- Promoting the UPGC mission at all functions
- Reporting to, and carrying out, the direction of the Chairperson and a 13-member Board of Directors
- Assembling, analyzing, and effectively communicating available potato data, including grower correspondence and website updates
- Representing the organization at producer and industry meetings across Canada
- Attending and presenting data at the United Potato Growers of America monthly meetings and conference calls
- Conducting and chairing monthly Canadian tablestock and market conference calls
- Acting as a liaison for national and international potato committees and events
- Gathering and communicating crop production and market intelligence data affecting supply & demand for Canadian potato growers
- Advocating for grower support in government programs when deemed necessary
- Coordinating and communicating events with our valued potato partners from the agribusiness industry

- Scheduling and organizing information meetings for growers in all member provinces
- Providing information for agricultural and mainstream media and acting as a spokesperson for interview requests and crop/market update requests
- Providing leadership and direction to the industry including execution of our Strategic Plan for Fresh, Processing, and Seed potatoes
- Developing strategies to grow and strengthen the organization by providing valuable information and returning profitability back to the growers
- Exploring and implementing new approaches to achieve the goals of United Potato Growers of Canada for a healthy, successful potato industry in Canada

Qualifications

- The successful candidate should be an individual with excellent interpersonal and communication skills
- Strong leadership skills are essential
- Preference would be given to a bilingual person
- Agricultural education, agricultural related work experience, and knowledge of the Canadian potato industry would be considered additional assets
- Preference given to applicants with strong analytical and computer skills
- The successful candidate will work from their home office, wherever they reside in Canada

Candidates are invited to provide a resume and cover letter by:

October 15, 2021

To: info@unitedpotatocanada.com