

RESUME

THEODORE JOHN HANEY

GENERAL Born Lethbridge, Alberta, Canada, 1960,
Married, Three Children

CITIZENSHIP Canadian

EDUCATION Bachelor of Science, Agriculture
University of Alberta, Edmonton, 1982

Master of Science, Agriculture Economics
University of Alberta, Edmonton, 1991

AREAS OF SPECIALIZATION

- . International Market Development
- . Trade Policy and Advocacy
- . Government and Industry Relations
- . Project Development and Program Management
- . Financial Analysis and Planning

SUMMARY OF EXPERIENCE AND ACCOMPLISHMENTS

Mr. Haney raised approximately \$100 million in support of the Federation's international market development and trade advocacy programs during his 20-year tenure with the Canada Beef Export Federation. Under his leadership, Canadian beef and veal annual exports to Asia and Mexico rose from \$25 million in 1992 to \$500 million in 2002. Mr. Haney served as primary industry spokesman during the two years following the diagnosis of BSE in Canada; supporting consumer and industry confidence through clear and factual communication. Canadian beef and veal exports recovered from \$214 million in 2003 to \$405 million in 2010.

Mr. Haney provided general management to the Federation's seven offices in Canada, Asia and Latin America. Mr. Haney maintained close liaison with the Federation's elected Board of Directors and general membership. He has had extensive domestic and international experience completing business evaluation of agri-food ventures, farm management, rural appraisal, and economic analysis assignments. Mr. Haney has extensive international business experience, and is able to function in a variety of cross-cultural settings.

PROFESSIONAL EXPERIENCE

1997 - 2011	President, Canada Beef Export Federation
1994 - 1997	Executive Director, Canada Beef Export Federation
1992 - 1994	Director, Canadian Operations, Canada Beef Export Federation
1992 -	President, Ranch 4 International Ltd.
1991 - 1992	Senior Development Officer, Agriculture Canada, Edmonton
1988 - 1989	Senior Consultant, AFC Agra Services Ltd., Calgary
1985 - 1987	Dairy Consultant, World University Services of Canada, Burma
1982 - 1985	Consultant, Deloitte Haskins & Sells Associates, Calgary

PROFESSIONAL MEMBERSHIPS

- . Agricultural Institute of Canada
- . Canadian Society of Association Executives

AWARDS and HONOURS

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

EXECUTIVE POSITIONS

- 2010 - Member, Executive Council, International Meat Secretariat
- 2010 - Chair, Beef Committee, International Meat Secretariat
- 2008 - Director, International Meat Secretariate
- 2005 - 2011 Member, Beef and Cattle Trade Advisory Group to Agriculture and Agri-Food
Canada (BCTAG)
- 2005 - 2011 Member, Beef and Cattle Producer Advisory Group to the Canadian Food
Inspection Agency (BCPAC)
- 2003 - 2011 Director, Canadian Agri-Food Trade Alliance
- 2003 - 2011 Member, Agriculture Trade Negotiations Group (SAGITT)

VOLUNTEER ACTIVITIES

- 2009 - Chair, International Agriculture Committee, Calgary Exhibition and Stampede
- 2006 - 2009 Vice Chair, International Agriculture Committee, Calgary Exhibition and Stampede
- 2006 - 2010 President, Summerstock Conservatory Society
- 2005 - 2006 Member, Theatre Guild, Summerstock Conservatory
- 2004 - Karate Instructor, International Shotokan Karate Federation
- 2002 - Member, International Agriculture Committee, Calgary Exhibition and Stampede
- 1997 - 2003 Volunteer Karate Instructor, Crowfoot YMCA
- 1997 - 2002 Member, Friends of the Young Canadians of the Calgary Stampede

HOBBIES

- 20119 Second Level Black Belt, International Shotokan Karate Federation
- 2003 Fourth Level Black Belt, All Canadian Karate Union

SELECTED ASSIGNMENTS

Developed multi-year coordinated market development strategies for the Canada Beef Export Federation. Based on the strength of these strategies, the Federation attracted over \$8 million in annual private and public funding. These funds were used to conduct generic and branded beef promotions in priority geographic markets. Canadian beef exports to Asia and Mexico increased from \$25 million in 1992 to \$500 million in 2002. Access was regained to over 70 international markets by 2006. Export sales have increased from \$214 million to \$405 million from 2003 through 2010.

Developed critical market access and public communication strategies with industry and government partners in the face of Canada's BSE trade crisis. Served as a primary spokesperson for the Canadian cattle/beef industry, completing over 2,000 media interviews regarding the impact of BSE on the Canadian cattle and beef industry from 2003 to 2005.

Developed the Canadian beef and veal market in Russia from 2008 to 2011. Necessary contacts were developed with key contacts from Russia's government, industry and trade associations. Canadian beef and veal exports rose from \$5 million in 2008 to \$24 million in 2010. The Canadian beef and veal industry subsequently established a goal of further increasing exports to this market to \$50 million by 2020.

Provided overall management for the Canada Beef Export Federation's Calgary, Tokyo, Seoul, Taipei, Hong Kong, Shanghai, and Monterrey offices. This included management of program planning and implementation, staff resources, and financial controls. This management ensured that programs were matched to the exporting interests of the Canadian beef industry. Sound fiscal management was also achieved.

Conducted market development programs on behalf of Canada's cattle and beef industry in Japan, South Korea, Taiwan, Hong Kong, China, and Mexico. As a result of these promotions, and linkage with Canadian beef exporters, major sales and market share gains were produced in Asia and Mexico.

Conducted trade access negotiations with Chinese (People's Republic) officials on behalf of the Canadian beef industry. As a direct result of these negotiations, Canada's major beef processors were registered for direct export to the PRC. This market access is preferential to all other major beef exporting nations.

Conducted trade access negotiations with Korean officials on behalf of the Canadian beef industry. As a direct result of these negotiations, Canada's three high-quality beef grades were granted preferred access under Korea's import regulations.

Conducted trade access negotiations with Taiwanese officials on behalf of the Canadian beef industry. As a direct result of these negotiations, over twenty percent of Canada's beef production has been granted preferred access under Taiwan's import regulations.

Opened international offices for the Canada Beef Export Federation in South Korea, Taiwan, Hong Kong, China, and Mexico. Staff selection, administration planning, and strategy development were all completed in cooperation with the Federation Executive Committee.

Organized and led Asian regulatory and commercial missions studying the Canadian cattle and beef sectors. Missions were led for Agriculture Canada, Foreign Affairs and International Trade Canada, and the Canada Beef Export Federation.

Developed a multi-layer internet web site (<http://www.cbef.com/>) for the Canada Beef Export Federation. This web site offered a wide range of industry and membership information.

Developed the study methodology and implemented the National Beef Export Study in order to monitor the expansion of designated regional beef export market shares for the Canada Beef Export Federation.

Developed international agriculture trade policy for the Calgary Chamber of Commerce as the International Trade Expert for the Chamber's Agri-Bureau, and as a member of the International Trade Committee. Chamber positions have been developed and presented to foreign trade and diplomatic representatives.

Chaired the Agriculture Canada Western Red Meat Team which produced a regional strategy for Agriculture and Agri-Food Canada, in the development of the Western Canadian beef and pork sectors.

Represented the Liberal Party of Canada in the Federal Riding of Calgary-Nose Hill during the 2004 and 2006 elections. In each election: raised in excess of \$50,000 from private-sector sources; placed over 400 private and public sign locations; mailed two brochures to 38,000 residences in the riding; canvassed over 5,000 voting households during the writ period; and participated in all-candidate debates. Promoted the benefits of diverse representation on both sides of the House of Parliament to Calgary, Alberta and Western Canada.

Evaluated the commercial viability and potential economic contribution of several proposed private agri-food ventures and recommended appropriate public sector involvement.

Developed and implemented a Record of Performance program for identifying and selecting high index bulls and dams at the State and village levels in Burma.

Developed and implemented a National Identification and Registration program for dairy cattle in Burma.

Investigated and analysed program alternatives for preserving wildlife habitat on private lands in Alberta. Special emphasis was given to the landowner decision making process.

Reviewed private lands wildlife habitat preservation programs in over forty Provinces and Territories of Canada and States of the United States of America. Results of the study were presented in a working paper.

Completed on-farm data collection, farm business viability analysis and pro-forma financial projections for lending institutions and individual farmers. Work has been completed on integrated beef, dairy, hog, and grain operations.

Critiqued existing farm management software for agricultural accounting clients.
Conducted training seminars for non-agricultural professionals who service agricultural clients.

Completed an agriculture accounting management study comparing the effectiveness of cash vs. accrual methods of farm accounting. Dairy, hog, feedlot, cow/calf, poultry, and grain farms were analysed.

Conducted focus group interviews with individual and groups of farmers for major chemical, petroleum, and farm supply companies.

Studied economic alternatives for beef-processing by-product utilization in Southern Alberta.

Investigated and proposed alternate malting barley procurement methods for a free market organization within the People's Republic of China.

Designed and implemented multi-year agricultural chemical field trials (pre-registration) for Agriculture Canada.

Completed the land-based environmental impact assessment for the Northern Alaska Highway Gas Pipeline.

PUBLICATIONS

Faminow, M.D., T. Haney, M. Kraut, R.M.A. Loyns, S. Spak, H.A. Sy, A.G. Wilson, 1991, Bibliography of Red Meat Research in Canada 1980 to 1991. Occasional Series No. 18, Department of Agricultural Economics and Farm Management, University of Manitoba, Winnipeg, Manitoba.

Haney, T.J., E. Ewaschuk, W.E. Phillips, and W.L. Adamowicz. 1991. Retention and Development of Wildlife on Private Lands: An Annotated Bibliography. Staff Paper 91-04, Department of Rural Economy, University of Alberta, Edmonton, Alberta.

Haney, T.J., W.E. Phillips, and W.L. Adamowicz. 1991. Private Landowner Wildlife Habitat in Alberta: An Economic Analysis of Retention and Development. Project Report 91-04, Department of Rural Economy, University of Alberta, Edmonton, Alberta.

Haney, T.J., W.E. Phillips, and W.L. Adamowicz. 1991. Wildlife Habitat on Private Lands in Alberta: An Analysis of Land Use Trade-Offs. Unpublished Masters Thesis, Department of Rural Economy, University of Alberta, Edmonton, Alberta.

Haney, T.J., W.E. Phillips, and W.L. Adamowicz. 1991. Wildlife Habitat Preservation Programs on Private Lands: A Selected Survey of Provinces, States, and Territories of Canada and the United States. Project Report 91-02, Department of Rural Economy, University of Alberta, Edmonton, Alberta.

Ted Haney

Ted Haney is an farm business consultant with extensive domestic and international management and marketing experience. He was President of the Canada Beef Export Federation for 20 years. He was raised in Southern Alberta on a mixed farm. Ted graduated from the University of Alberta in 1982 with a Bachelor of Science in Agriculture and again in 1991 with a Master of Science in Agriculture Economics. Before joining the Canada Beef Export Federation in 1992, Ted worked as an agricultural consultant in Canada and Asia.

Ted and his wife Lori live in Calgary and are the parents of three young adults.

Ted Haney

Ted Haney was raised on a mixed farm including a beef cattle feedlot, a cow/calf ranch, and grain and forage crops. His family operated this integrated farm in the Picture Butte area of Southern Alberta for over 85 years. Mr. Haney received his Bachelor of Science in Agriculture in 1982 and his Master of Science in Agriculture Economics in 1991, both from the University of Alberta.

Ted has worked as an agricultural consultant in Canada, specializing in farm management and valuation. In this capacity, he has assisted farm managers in developing strategic operational plans. Ted has also conducted many economic and policy studies affecting Canadian agriculture. He served as project economist for two years in Burma - managing a dairy development project.

Ted managed the Canada Beef Export Federation (CBEF) for 20 years (1992-2011). This organization was established by the Canadian cattle and beef industry to expand export markets for its product in the global marketplace. As President, Ted was responsible for planning and implementing a multi-million-dollar international market development program which is delivered through six international offices located in Asia and Mexico. Ted had senior management responsibility for the operation of these offices, as well as primary responsibility for trade access negotiations with countries of export interest to the industry.

In tackling the issues arising from Canada's BSE crisis and its impact on the Canadian cattle and beef industry, Ted has been highly vocal and visible in representing the industry's interests. His candid and forthright approach in dealing with all levels of industry and government to resolve issues has earned him a reputation as a straight-talker and a leader who takes a strong stand.

Ted's experience living in Burma, followed by 20 years of international work in Asia, Mexico and Russia, has developed his cultural sensitivity. Ted truly enjoys working and living in diverse cultural environments - with special focus on foods and social practices.

Ted began studying Karate in 1995, eventually earning his 4th level "Canadian" black belt in 2003 and 2nd level "Japanese" black belt in 2011. He enjoys sharing his love of the sport through teaching children and adults. Community involvement is high on Ted's priorities - as demonstrated by his volunteer relationships with the Calgary Exhibition and Stampede and Summerstock Conservatory Society.

Ted and his wife Lori have lived in Calgary since 1992 and are the parents of three young adults.