



The Canadian Potato Council (CPC) was established to represent Canadian potato growers on issues of national significance through the collaboration and cooperation of the provincial potato grower organizations. The CPC has two elected representatives per province in the eight major potato producing provinces and is housed within the Fruit & Vegetable Growers of Canada (FVGC). The General Manager reports to the Executive Committee of the CPC with the objective to improve the economic well-being of potato growers in Canada. This leadership role manages the activities of the Seed Potato Sub Committee (SPSC) and works closely with members organizations and federal government officials on relevant industry issues, challenges and opportunities.

## **General Manager**

Ottawa, Ontario (or Remote)

Reporting to the Board Executive Committee, you will:

- Monitor and respond to federal government legislative, policy, regulatory developments and government consultations relevant to the potato sector.
- Organize and coordinate or participate in Working Groups established to resolve challenges in the potato sector.
- Represent the position of the CPC on matters regarding the plant health of potatoes and impacts on domestic movement, export and import of fresh and seed potatoes with CFIA officials.
- Represent the position of the CPC on matters regarding the trade and marketing of fresh potatoes including grade standards, Test Market Authorizations and Ministerial Exemptions with CFIA officials.
- Represent the position of the CPC on matters regarding the certification, trade and marketing of seed potatoes with CFIA officials.
- Represent the position of the CPC on matters regarding crop protection and sprout inhibition of potatoes including responses to proposed Re-evaluation and Special Review decisions with Pest Management Regulatory Agency officials.
- Liaison with officials in AAFC, particularly the Market and Industry Services Branch (MISB) on issues of importance to the potato sector.
- Provide input on the export trade of Canadian potatoes, including maximum residue limits (MRLs) to the Market Access Secretariate of AAFC/CFIA.
- Provide technical and administrative support to the CPC Research Working Group, including maintaining the National Research & Innovation Strategy as current to represent the research priorities of the potato sector.
- Maintain and update the bilingual Potato Research Cluster3 research website with new information including the most recent project progress reports.
- Prepare applications (workplans and budgets) for funding for potato sector initiatives under federal programs including AgriScience and AgriMarketing.
- Manage approved funding budgets and workplans, prepare and submit quarterly and/or annual work plan performance reports, and coordinate amendments with federal officials if required.

- Work with the CPC Treasurer to develop, gain approval for, and manage the annual CPC budget.
- Represent the CPC on the Alliance for Potato Research and Education (APRE) as an ex-officio member of the Board of Directors.
- Attend standard setting and other meetings as required, including the North American Plant Protection Organization (NAPPO) and the Potato Association of America (PAA) Certification Section.
- Plan and organize the CPC and SPSC meetings held each March, July and November.
- Collect potato industry data and develop analysis as it pertains to policies and programs.
- Prepare relevant material for reports and communications materials, and support in the execution of communications activities.
- Collaborate in the organization of the FVGC Annual General Meeting.

Your background includes:

- 5+ years of experience working at an Agriculture association or government agency.
- An undergraduate degree in Agriculture, Ag Economics, Plant Science or a related field. A Master's degree is an asset.
- Strong background in agronomy and pest management with experience in government relations.
- Exceptional written and oral communication skills. Bilingualism (French/English) is an asset.
- Effective data and policy analysis, synthesis, and proven initiative in problem solving.
- Ability to interact with members, allied stakeholders and government and elected officials.
- Solid understanding of federal government operations and federal legislation relevant to the crop production sector in Canada, ideally in potatoes.
- Ability to work independently while facilitating collaboration and cooperation among member organizations to reach collective goals.

This full-time position is based in the Ottawa office of FVGC, which is a hybrid work environment. Remote work may be considered for this leadership role.

# LITHERLAND & CO

To learn more about this position and our client, contact Brook Coatsworth at [bmc@litherlandco.com](mailto:bmc@litherlandco.com) or by phone at **416-868-4888 Ext. 5** quoting **"General Manager - 221018"**

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