

## AICF DOUGLAS MCRORIE MEMORIAL SCHOLARSHIP 2016 RECIPIENTS

One PhD level and two Masters level students in agricultural business, economics, finance and trade programs were the 2016 recipients of the Agricultural Institute of Canada Foundation (AICF) Douglas McRorie Memorial Scholarship.

This scholarship, which is made available through the support of the RBC Foundation, was established by the AICF in 1990 to honour past-president and agri-finance innovator Douglas McRorie, PAg, FAIC. Mr. McRorie served as Vice President of Agriculture for the Royal Bank of Canada and was a respected agricultural leader in Canada.

Congratulations to the 2016 award recipients.

### KATE PANKOWSKA



Kate Pankowska received the PhD level award. She is a student at the University of British Columbia (UBC), where she is a PhD candidate in Integrated Studies in Land and Food Systems (ISLFS) with a specialization in Wine Economics. She is researching British Columbia (BC) wine economics in cooperation with Agriculture and Agri-Food Canada's (AAFC) research station in Summerland as well as Okanagan valley wineries.

Kate's wine research concerns relationships between BC terroir defined as natural vineyards endowments like soil, climate, elevation, aspect etc. and wine pricing for BC Vintners Quality Alliance (VQA) wines. It aims to help understand the value of terroir in a bottle of BC VQA wine, the importance of the location of the estate winery matter while pricing wine, and the role of individual and collective (regional) brand reputation for marketing success. She was also invited to present her initial research results to the annual conference of the American Association of Wine Economists in Bordeaux, in June 2016. Kate hopes that her wine research will help put the BC wine industry on the world wine map and will make BC wines more recognizable in the global market. She is also interested in Canadian industrial organization and additionally researches pricing of Canadian cheese and yogurt.

Ms. Pankowska has been a tutor in agricultural economics since 2009 and a teaching assistant in the Faculty of Land and Food Systems since 2011, helping prepare courses in food and resource economics and statistics. She also is a student member of the UBC Behavioural Research Ethics Board, which helps review proposals from various faculties to comply with research ethics.

Kate has been a team member in various assignments in value chain analysis for the Ethiopian agricultural sector. This work helped her develop many important technical skills associated with cost-benefit analysis, financial analysis, development of market based agricultural value chains, agro-marketing, field data collection and cooperation with various stakeholders. The experience also helped her learn the importance of team work and understanding of how to work with multiple personalities and skill sets. In previous work with AAFC, she also learned how to successfully work with public policy and industry representatives.

Ms. Pankowska hopes to have a career as an educator in a university or college or work in public service to help improve Canadian agricultural policy.

## **JOEL BOKENFOHR**



Joel Bokenfohr received the Masters level award. He is completing his degree in the Department of Food and Resource Economics at the University of British Columbia.

Prior to returning to university for his Masters, Joel was employed by Alberta Agriculture and Forestry. He first worked in the areas of farm safety and agriculture education, where he created a marketing plan to increase awareness of farm safety, targeting 16-25 year olds. He then worked as a Business Development and Extension Specialist, coaching new venture startups and developing training programs to assist departmental staff. Following that, he became the farm financial specialist, focusing on the economics and business of agriculture. In this position he assisted farm families in developing succession plans and providing support to agricultural businesses on taxation and financial matters. During this time, he was involved in a number of policy files and led the organization and extension of a seminar for agricultural advisors across Western Canada.

Joel served as Alberta representative to Farm Management Canada, a national organization devoted to the development and delivery of business management resources and information to Canada's farmers. He was a member of the Institute of Public Administration of Canada's Public Servants Committee and served two years as the Program Chair with the goal of creating networks across the public service in Edmonton and Canada. He also has extensive volunteer experience at the community level.

He works in his family's grain farm operation in Alberta and hopes to continue expanding the operation and to stay involved in agricultural policy and economic issues by working in the industry with primary producer's and agriculture organizations.