

Iris Meck



During a career of over 30 years in agricultural communications and management, Iris has experience with primary producers, retailers, and manufacturers in crop protection, livestock associations, organic food sectors, food and health organizations, climate change and environmental sustainability initiatives, value added groups and the bio-economy sector.

After receiving a Bachelor of Science in Agriculture and Certificate in Management from the University of Manitoba, Iris' career began with over 10 years with Cargill Limited in management positions. Iris then was the account manager for 2 of major agricultural communications and PR firms managing major accounts like Saskatchewan Wheat Pool (then), Westcan Malting, Hoechst (now Bayer CropScience) and Dow AgroSciences. In 1999 Iris ventured out on her own and started IMCI doing agricultural marketing and communications and realized opportunities in specializing in agricultural conferences as a turn-key operation.

In 2014, seeing the need for recognizing women in the ag sector, Iris created and to this day hosts the Advancing Women Conference, a leadership conference for women in agriculture. To date, through the 7 conferences, over 3500 women who are passionate about agriculture from across Canada and parts of the US have attended AWC. The next AWC will be held in Calgary in March 2018 and Niagara Falls in October 2018.

Iris was raised on a farm in Manitoba, and now lives and works in Calgary, Alberta.