



Brenda Schoepp

Brenda has lived and loved the agricultural industry for 35 years and has a broad understanding of the issues of the day. She owns and publishes, BEEFLINK, a highly regarded national weekly newsletter on the strategies of beef and beef cattle marketing. Her column “Straight from the Hip” is featured in national and provincial newspapers and magazines. Brenda has co-authored beef cattle marketing and feedlot production publications in Alberta and Saskatchewan and is an advisory to individuals and companies on marketing and grazing management, written several public and private sector manuals and is peer review for both provincial and national initiatives on policy and research. Her consulting company furnishes strategic documents for government and for corporate clients that build great businesses with a wide area of investment and interest. She is currently coach mentoring for corporate executive and youths in Alberta, research consulting for several private companies, has recently filmed 30 industry web videos and continues to bring agriculture into everyone’s life through her dynamic keynote presentations. Known for her in-depth preparation and ability to communicate at all levels, Brenda has coordinated a First Nations agricultural conference, testified before the Standing Committee on Agriculture, has a standing invitation from the Chair of the federal Beef Value Chain Round Table and served as director or chair to several provincial and federal boards and commissions with an extensive focus on project and program funding, animal and human health, ecosystem health and research. For her passion and vision she was named by *Alberta Venture Business Magazine* as one of the 50 most influential people in Alberta and was awarded the 2012 Nuffield Scholarship for Canada. Brenda developed the leadership series *YouLead!* for youth and new entrants into agriculture, is program advisory for educational programs at the college and University level and is the founder of Women in Search of Excellence (WISE). A professional speaker, she travels extensively in Canada to bring agriculture into everyone’s life. She is a partner in a cow calf and yearling operation near Rimbey, is invested in food production systems through to retail, remains a strong supporter of the rural economy and is Master of Ceremonies for charity events.

