

**Narrator:** Adrian Measner (AM)

**Company Affiliations:** Canadian Wheat Board (CWB), Soumat Inc.

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**Interviewer:** Nancy Perozzo (NP)

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**Summary:** Former CEO of the Canadian Wheat Board and current CEO and president of Soumat Inc. Adrian Measner discusses his career within both government and private organizations in the Canadian grain industry. He describes his first role within the new weather and crops surveillance department tracking global weather trends for market predictions. Measner then moved into the logistics and then marketing divisions, coordinating the flow of grain through the system from farm to customer. He details major changes in the flow of grain from east to west and global subsidies driving down grain prices. As CEO of the CWB, Measner recalls the added political responsibilities, dealing with newly elected farmer board members, and the organization's connections to the Canadian Grain Commission. Measner then describes his move to CEO of Soumat Inc., the organization of the company's subsidiaries, the differences between private and government-run grain organizations, and the company's specialization in shipping producer loaded railcars. Other topics discussed include predictions for grain movement following the demise of the CWB, the effect of consolidation and globalization on the Canadian grain industry, changes due to inland terminals, the growing lack of farmer influence in the grain industry, and the CWB's foundational commitment to the farmers of Canada.

**Keywords:** Canadian Wheat Board (CWB); Grain marketing; Agriculture research; Grain market research; Grain market analysis; Grain logistics; Grain transportation—rail; Grain transportation—ships; Grain export destinations; International trade; Grain prices; Government subsidies; Single-desk marketing; Marketing boards; Boards of directors; Consolidation; Globalization; Canadian Grain Commission (CGC); Certificate final; Inland grain terminals; Country grain elevators; Mission Terminals Inc.; Upper Lakes Grain Group; Soumat Inc.; Mission Terminal Thunder Bay; Producer railcars; Computer programming; Weather modelling; Market predictions

Time, Speaker, Narrative
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NP: It's Nancy Perozzo on November 27<sup>th</sup>, 2012, and conducting the interview in Winnipeg. I'll have our narrator for this morning introduce himself.

AM: My name is Adrian Measner. I'm the president and CEO of Soumat, a marketing and transportation grain company.

NP: Great. So we have a lot of ground to cover given your experience, but we usually like to start out by asking a person how they initially got involved in the grain trade.

AM: Well, as a bit of-- I grew up on a farm in Saskatchewan, so certainly had an agriculture background. It was not my intent to necessarily work in the grain industry because I took mathematics and computer science and university, but an opportunity presented itself for me to join the Canadian Wheat Board [CWB] as a computer programmer in the Weather and Crops Surveillance section. And I stayed about a year in that position, but suddenly realized that my interests maybe were not quite as aligned, and I moved onto other things in the Canadian Wheat Board.

NP: Was your family long-term-- Was it a long-term family farm in Saskatchewan?

AM: Yeah, and it still is active today. My dad would have started farming in probably the early '50s, and it's been going until today.

NP: So where did you go to university then?

AM: University of Saskatchewan in Saskatoon.

NP: Okay. And so, how did you end up in Manitoba?

AM: I worked at a research station in Swift Current one summer, the last summer before my fourth year, and there was a research scientist that was tied into that that was doing some contract work with the Canadian Wheat Board. He had recommended that the Canadian Wheat Board look at hiring me for this new weather and crops surveillance section he was putting together for them. So it was a bit of an accident, but it was a good turn of events for me.

NP: I've just-- Good, thanks. **[Audio pauses]** In 1974, you had mentioned off tape, in the weather and crops surveillance, but you only spent a year there. But since we haven't talked to anybody about it, could you just give an overview of what that group does and what you learned about that department and its importance to the grain industry?

AM: Well, it was a new area when I joined it, and my initial-- The first year I spent was as a computer programmer there. As we were getting weather information from around the world and trying to analyze that information to monitor crops in all areas of the world because it was important to Canadian Wheat Board marketing goals. So I spent a year as a programmer sort of processing the data that they were receiving, and then moved in for a few years into the analysis part where we're actually taking the data,

