



Art Froehlich
President and CEO
Agriview / Froehlich Farms

Art Froehlich's roots in the world of agriculture reach back to his childhood on the family farm in east central Saskatchewan.

Art shares his expertise with private and public-sector organizations that focus on finance, processing, research, international marketing and retailing. Through his international business interests Art continues to work with companies who export a wide variety of agriculture & food products from Canada to markets around the globe. Art is an investor and founding shareholder of a number of start-up companies in the agriculture, food and bio sciences sectors.

Along with his business and professional commitments, Art is still an owner of the family farm in Saskatchewan. In addition, he volunteers his time to a number of non-for-profit and charitable organizations and serves as a mentor to young entrepreneurs.

Art has taken on a number of philanthropic developmental initiatives such as in Peru where he is supporting local communities outside Lima to establish community gardens, composting and tree planting programs. He also provides financial support to young agricultural scientists from the developing world to allow them to attend major agricultural scientific conferences. In addition, Art provides scholarships through the University of Alberta and Olds College to assist students in financial need to extend their studies.

Accomplishments

Art has spent the last 40 years working in primary food production, agri-business and agrimarketing in Canada, United States, Europe, South America and Asia. Art has served as the President of AdFarm, President of Westcan Malting, General Manager of Operations for Alberta Pool and the Director of Sales and Marketing at Hoechst Canada. In 2005, Art received the distinguished Agrologist Award from the Alberta Institute of Agrologists and the Alberta Centennial Gold Medal by the Province of Alberta. Art was inducted into the Bio Industrial Hall Of Fame in 2012. In 2014 Art received an honorary degree from Olds College.

Corporate & Community Affiliations

Thought Leader Smart Agriculture, Olds College

Member, Board of Directors, RR46

Member, Board of Directors, Hokanson Capital

Member, Board of Directors, Board Chair, CanMar Foods Ltd.

Member, Board of Directors, Board Chair and Founding Shareholder, FBSciences

Member, Board of Directors, Rite Way Manufacturing

Member, Board of Directors, Radicle Balance

Member, Board of Directors, Richardson International Limited

Member, Board of Directors and Founding Shareholder, Macaloney Brewers and Distillers Limited