

Fred Greig – Faculty of Agricultural and Food Sciences Certificate of Merit

Fred Greig is a distinguished leader in Manitoba's agricultural sector, whose lifelong dedication to farming, advocacy, and community service has made a lasting impact across the province and beyond.

Fred pursued his passion for agriculture by earning a Diploma in Agriculture from the University of Manitoba in 1982.

He began his professional journey in agricultural credit, working first as an agriculture loans officer with the Virden Credit Union and later with Manitoba Agricultural Services Corporation (MASC) where he served as a credit manager. After 12 years in the financial sector, Fred transitioned to full-time farming in 1994. Fred and his wife Lori, along with their three children—Alison, Stephanie, and Cameron—and their families, operate Avondale Seed Farm Ltd. and a beef-cow operation near Reston, Manitoba.

Fred's leadership in the agricultural industry is both broad and deep. He played a pivotal role in the formation of the Manitoba Wheat and Barley Growers Association (MWBGA) following the end of single-desk marketing. As a founding board member and later chair, Fred helped shape the organization into a powerful advocate for Manitoba's grain producers. Under his guidance, MWBGA invested in research, production, and market development, and forged strong partnerships with national organizations such as Cereals Canada and the Canadian Wheat Research Coalition (CWRC).

Fred's vision extended beyond provincial borders. He was instrumental in building collaborative relationships across the Prairies and helped establish MWBGA as a founding member of both the CWRC and the Canadian Barley Research Coalition. His leadership was again called upon during the successful amalgamation of five Manitoba commodity groups - MWBGA, Manitoba Corn Growers Association, Manitoba Flax Growers Association, National Sunflower Association of Canada and Winter Cereals Manitoba - into the Manitoba Crop Alliance (MCA) in 2020. As chair of both MWBGA and MCA, Fred championed the belief that farmers are stronger together, helping to unify the voice of Manitoba's crop producers.

In addition to his work with MWBGA and MCA, Fred has served on the boards of Manitoba Pulse & Soybean Growers, Western Grains Research Foundation, CANTERRA SEEDS, and the Canadian Grain Commission's Western Standards Committee. His contributions have helped shape agricultural policy, research priorities, and market standards at both provincial and national levels.

Fred's commitment to service extends into his local community. He has been an active volunteer and leader in numerous organizations, including his current role as chair of Sunrise Credit Union, which serves communities across western Manitoba. Elected as a director in 2014, Fred has contributed to several internal committees, including audit and risk management, demonstrating the same integrity and foresight that define his agricultural leadership.

Fred Greig exemplifies the principles of servant leadership—authenticity, integrity, compassion, and a people-first philosophy. His quiet strength, humility, and unwavering dedication have inspired countless individuals in the agriculture industry and beyond.