



**François Catellier**  
**Agricultural Business Advisor,**  
**Eco-West**

François was born in St-Pierre, Manitoba. Raised in a family of six on a grain and dairy farm in Saint Malo, Manitoba, François knew that his career would be in agriculture. After attending elementary and junior high school in Saint Malo, François attended high school at Manitoba's first French program during the '70s at Saint Boniface Secondary College. Boarding at St. Boniface Seminary, François' family increased to 75 peers from communities all over Manitoba. Married to Irene for 30 years, they have three married children, and four grand-children.

Armed with a Bachelor of Science in Agriculture with a major in Agronomy, François participated in the growth and success of Hoechst Canada Inc., the Canola Council of Canada, and Golden Meadow International Inc. over the past thirty-four years. At Hoechst Canada Mr. Catellier worked in Product Development, Sales and Marketing Departments for this multi-national life science company. His greatest contribution was exceeding a product launch target by 200%. During his tenure at Hoechst, the company went from sixth in total sales to the leader in total sales in Canada. At the Canola Council of Canada, François played a role in this National Industry Association being awarded the 1994 Agricultural Institute of Canada Grindley Medal. The Manitoba Institute of Agrologists acknowledged his contribution to the development of Canola as a major Canadian crop.

Over the past twenty-three years, François has presided his own company, Golden Meadow International Inc. Companies and associations from around the world have relied on Golden Meadow for solutions, information, market scans and match-making. The Vancouver Port Authority recognized François for his outstanding service to the special crops industry in Western Canada. Recently, Catellier played a role in attracting a French pea processor that will build a \$400 million plant in Portage- La-Prairie. Premier Pallister describes it as one of the largest private sector investments made in the history of Manitoba.

Personal Life Mission Statement: "Success in my life means that I am a positive influence and example. That I will leave this world by having made a difference to make it a better place to live. That everything I do is with the most honesty and integrity". François and his brother Ron do charity work in Laos and South-East Asia bringing much-needed clean water to isolated communities, and helping out at Christian missions.

**20 YEARS AND GROWING**

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