

# **Crop Protection Innovation Team**

#### East Crop Protection Vision:

At Corteva Agriscience, we have transformed our retail route to market in Eastern Canada by streamlining our operations and bolstering support for our unique and differentiated products. This transformation is designed to empower Canadian farmers and retailers with cutting-edge, sustainability-advantaged solutions that drive their success.

#### Introducing Corteva Innovation Managers in Eastern Canada

Corteva has redesigned our Eastern Canadian sales and field support structure to better serve our customers and leverage our strengths. We have created eight field Innovation Manager roles that will be exclusively dedicated to specific portfolios, allowing our field staff to concentrate on their specialized areas of expertise and deliver unparalleled support to our customers.

These roles include:

- Four Enlist Innovation Managers
- Two Horticulture Innovation Managers
- Two Biological Innovation Managers

We are maintaining our support network in the Maritime provinces to ensure comprehensive coverage and exceptional service.

#### **Raising the Bar for Product Support**

This new structure is poised to accelerate the introduction of new innovations to the eastern market and raise the standard for product support and agricultural excellence.

Our goal is to cultivate strong and lasting relationships with customers, so together we can pave the way for a more productive and sustainable future for Canadian farmers and retailers.



## Erik Sharpe

### Crop Protection Innovation Leader

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dedicated experience at Carteya, focusing his

Erik has over 12 years of dedicated experience at Corteva, focusing his expertise in both crop protection and seed sales as well as service. Erik's career has demonstrated a consistent history of collaborating closely with retailers and farmers to ensure that farmers get the best products and application knowledge.

Crop Protection: Extensive knowledge and firsthand experience in crop protection strategies, ensuring optimal yield and quality for various crops.

Retail Collaboration: Strong experience in building and maintaining relationships with distributors and retailers, facilitating smooth operations and successful product placements.

Erik grew up on a tobacco farm, which instilled a deep appreciation for agriculture from an early age. Erik is married with two children, a 10-year-old boy and a 9-year-old girl. Erik's family enjoys spending time outdoors, especially hunting and fishing. We also have a 1-year-old golden retriever who weighs

ninety-five pounds and brings a lot of joy and energy to our home.

Throughout Erik's tenure at Corteva, he has demonstrated a commitment to excellence, and a passion for advancing agricultural practices. His ability to understand and address the needs of the company, as well as farmers and retail partners, has been a cornerstone of his professional journey.



## Laura Smith E3 Innovation Manager

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Laura has worked 10 years in research and development with Corteva Agriscience. Within this role she worked extensively with many different herbicides focusing on Row crop and Pasture and land management (PLM) markets. Laura was instrumental in bringing the new active ingredient Rinskor, into the Canadian market, and shaping the concepts that have enabled us to maintain and grow our leadership position in PLM. Laura completed both her BSc. in Agriculture and MSc. in Weed Science degrees at the University of Guelph. She has her CCA designation and is an active member of the Canadian Weed Science Society. She is now starting a new adventure within the organization as an E3 innovation manager for southwestern Ontario part of the Ontario Crop Protection Innovation Team.

Laura's passion for agriculture and farmer mindset stems from her upbringing on a cash crop farm in Rodney, Ontario. Laura currently resides in West Lorne, Ontario, with her husband Brock, sons Braxton (6) and Archie (3), and daughter Marinda (10 months). In her free time, she enjoys working on the family farm, volunteering within her community, and catching up with family and friends.

Laura has a passion for delivering crop protection solutions and enjoys presenting research or technical information to enable farmers to make informed decisions on their farms. She looks forward to learning a new segment of the company and working more directly with farmers in her new role.



### Henry Buffinga E3 Innovation Manager

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Henry is the E3 Innovation Manger for mid-western Ontario. Henry's family moved to the farm in 1979 where they farmed cash crop, pigs, and hens. From here a passion for agriculture was born. As a child he always had a large garden and worked hard to find new plants to grow through propagation and breeding, which led to a proprietary line of hybrid hibiscus plants.

Henry achieved a degree in Plant Science from Dordt College in 1993 after which he went into agricultural sales after being a crop scout in previous years. In 2006, Henry joined the heritage DuPont company working throughout Ontario in crop protection where he was able to gain an extensive understanding of weed control and fungicide use in challenging situations. Henry's expertise has been especially valuable in the identity preserved soybean market where he has been able to develop deep relationships with many people in Ontario's agriculture sector.

Henry is currently living on a farm in the Clinton area with his wife Juliana and four children, where they enjoy country living, having fun on the farm, and appreciating the benefits of the beautiful area where they live.

Customer service and developing customer understanding of our products has always been Henry's top priority. With the exciting changes, he is looking forward to getting to know even more people in the industry while providing more understanding to our new and exciting Enlist technologies.



## Marc Maisonneuve

#### E3 Innovation Manager

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Marc is the E3 Innovation Manger for eastern Ontario and western Quebec. Marc brings over 30 years of in-depth crop protection knowledge, together with his customer mindset, and a passion for solving grower problems. Marc's superior responsiveness makes him an asset to successfully support customers.

Marc's success in the industry comes from his early appreciation for hard work in agriculture, growing up on the family cash crop farm in Northern Alberta. Marc is based in the Ottawa Valley and is a seasoned commuter to serve customers from Toronto to the Montreal area. Outside of work, Marc enjoys traveling, spending time with family and friends, volunteering, and playing community hockey.

Marc joined the heritage DuPont company in Alberta as a Sales Associate supporting field sales and the R & D team in Western Canada. He excelled in that role and grew his responsibility over time to include managing the Alberta/ BC Peace Region before moving to the Eastern business. In addition to key account management experience and serving as a crop protection expert to

the business, Marc continues to be a part of local row crop product concept teams. Marc was instrumental in helping to introduce a variety of herbicides and fungicides to his customers, and acting as the conduit with key retailers, crop consultants and growers. Marc's dedication, energy, and passion for delivering solutions to customers are complemented by his ability to operate fluently in both English and French.

Marc obtained his BSc. in Agriculture Business Management from the University of Alberta and was certified as a Crop Protection Consultant by the University of Guelph and Saskatchewan. Marc has completed many internal and external professional development designations as an active industry member. Given these qualifications and his experiences, Marc brings credible leadership to the Crop Protection Innovation Team to navigate through this next decade of technological advancements.



## **Genevieve Doucet**

#### E3 Innovation Manager

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Geneviève has spent the last 8 years working as sales representative for a well-established retailer. She worked closely with row crop growers as well as horticulture growers from seeding to harvest. The diverse knowledge she acquired in the field has enabled her to discover a growing interest for crop protection. She has become a trusted partner through her ability to listen, communicate and her desire to propose sustainable solution for growers.

Geneviève's passion for agriculture comes from a friend's dairy farm in her native Mauricie region of Quebec. The presence and mutual aid on the farm with her group of friends gave her the curiosity to learn more. Genevieve received her diploma at the Institut de Technologie Agroalimentaire du Québec (ITA) in St-Hyacinthe.

Her interests in animals, outdoor activities, cooking and human relations have led her to work with agricultural producers on a daily basis, in order to help them achieve their goals.

Living in Quebec City for several years, she is enthusiastic and determined to offer agronomic support, adapted solutions and innovative technologies in the crop protection market.



### Justin Toner Regional Account Manager Horticulture & Industrial Vegetation Management (506) 479-0444 justin.toner@corteva.com

Justin's passion for agriculture originates from his upbringing on a potato farm in northwestern New Brunswick where a strong work ethic was instilled in him at an early age. Since joining Corteva over 10 years ago, his approachable and customer-focused style has allowed him to develop deep and impactful customer relationships.

Justin's expertise in key crops in the Atlantic region such as potatoes, wild blueberries, and apples has allowed him to position the best products to maximize results for his customers. Justin is also responsible for Corteva's Industrial Vegetation Management portfolio for Eastern Canada. The diversity of his role and responsibilities between the agricultural and the industrial segments of the business has proven to be an extremely rewarding experience. Most recently, Justin was an instrumental member of the Corteva team who delivered the approval of Garlon<sup>™</sup> XRT herbicide becoming the first, and only, industrial vegetation management product in Canada with drone application registered on the label. Justin's commitment to

listening to customer needs and delivering innovative solutions remains a top priority to enable the success of his customers.

Justin completed his BBA at the University of New Brunswick in 2005 and completed his Certified Crop Science Consultant (CCSC) designation from the University of Saskatchewan in 2017.

Justin currently resides in Saint-André, New Brunswick with his wife Melanie and two sons Ethan (14) and Isaac (7). He enjoys camping, fishing, and boating with his family and friends, and is an avid snowmobiler during the winter months.



# Alana Respondek

#### Horticulture Innovation Manager (905) 867-3927 alana.respondek@corteva.com

Alana is described as a friendly, helpful, and an optimistic people-person, but her true love has always been plants. Alana's passion for plants started at an early age, helping mom and grandma in their gardens. Alana resides just outside of Stratford, Ontario with her dog Echo. When not at work, Alana enjoys volunteering with a local hiking trail association, kayaking, tending her own gardens and spending time with family.

Alana joined Corteva Agriscience in 2021 as a Regional Account Manager in Ontario covering two portfolios: Vegetation Management and Horticulture. Through out her 20-year career, Alana has held many roles within the Canadian horticulture industry. These roles included municipal assistant parks supervisor, greenhouse integrated pest management specialist, tree fruit horticulturist, garden centre manager and general horticulturist.

Alana's energy and passion for plants is easily seen when she can present to a group. Passing on her plant knowledge to assist customers grow and succeed in the agriculture industry is what drives Alana in her day to day.

Alana has her Professional Agrologist designation (P. Ag) with the Ontario Institute of Agrologists, along with a BSc in Horticulture, Agriculture from the University of Guelph.



## **Brunilde Amesse**

#### Horticulture Innovation Manager

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Brunilde is very experienced in horticulture: for over 25 years she worked in scouting and phytoprotection. She is passionate about plants, insects, fungus and soil microbiome. So, she is delighted to work in the agricultural system which, hand in hand with nature, feeds the world

After 20 years as a retailer sales rep, the last 5 years has been spent as a self-employed crop consultant. She is very comfortable to give wise advice in vegetable and strawberry fields, greenhouses as well as indoor farming. She really enjoyed management challenges although she missed the commercial side of her older job.

Known to be enthusiastic, with good organization and listening skills, growers easily connect and feel comfortable with her. She appreciates the trust that is given to her, and she takes care to maintain good professional relationships with her clients.

At an early age Brunilde helped her mother at the garden and was already testing on plants that she grew in the house until she met a distant cousin who had tomate group between the page of the group and she grou

who had tomato greenhouses. Her passion grew and she graduated as a technician in fruit and vegetable horticulture at the Institut de Technologie Agro-Alimentaire du Québec. She is a member of the Association L'Ordre des technologues du Québec.

She lives in St-Rémi, little country town at the heart of Quebec's gardens, with her 2 daughters, Bérangère (18) and Laure (17), a cat and so many indoor plants! In her personal time, she plays ice and deck hockey, tennis, cross-country skiing, hiking and she loves camping, gardening (of course!) and crafting.

In her new role Brunilde is looking forward to learn more about this sector of the industry while supporting retailers and growers in their work through her knowledge, dedication and interpersonal skills.



## **Tuesday Kristiansen** Biological Innovation Manager

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Tuesday is extremely enthusiastic about finding solutions for farmers. Her passion for agriculture lies in her interest in the complexity of crop management and the people she gets to interact with everyday.

Tuesday has a Bachelor of Science in Agriculture from the University of Guelph and is currently pursuing her Master of Science in Plant Agriculture. She will soon defend her thesis project on the use of a biological control method to manage corn rootworm. Tuesday began her journey with Corteva in 2019 and has held multiple roles within the organization supporting both seed and crop protection. She has been a Certified Crop Advisor since 2022.

As the Biological Innovation Manager, Tuesday will be responsible for developing the Corteva biological business in Ontario. She will sell, service, train, guide and provide stewardship to our partners in Eastern Canada focusing on our biological portfolio and solutions. Tuesday is extremely excited for what opportunities biologicals will provide to the farmer, as we continue to understand their unique functions for the crop to optimize growth and manage abiotic stress.

uesday resides in Kingsville, Ontario with her fiancé Kyle and their yellow lab Bogey. During her spare time, she enjoys golfing,

travelling to see friends and family, and enjoying the many trails to walk in the deep south.

It is Tuesday's aspiration to support the needs of the farmer through the sustainable development of crop solutions, and she looks forward to this new opportunity as the Biological Innovation Manager.



## Chantal Veilleux

### Product Marketing Manager (Hort & Row Crop)

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Chantal has exceptional experience in vegetable production since the beginning of her career, both locally and internationally. She has participated in different horticulture sectors, starting with Retail Representative, transitioning to vegetable seed distribution, and now with Corteva Agriscience in Crop Protection since 2016.

In her desire to diversify, Chantal has returned to her roots and has reconnected with the Field Crops sector. An impressive 24 years of career and personal experience make her a diversified and competent agronomist. She is known for her energy, passion, leadership, and hard work. Chantal is involved in several local organizations, and she supports everyone's interests by ensuring that the needs of producers in Eastern Canada are heard. She has contributed to the advancement and launch of new products on the market, such as seed treatments and a new nematicide. She also participated in discussions on label expansion for additional use of crop protection products.

Chantal grew up on a dairy farm in the Beauce region, near Quebec

City. She left her native region to study agronomy at McGill University in Ste-Anne-de-Bellevue, where she graduated with a specialization in plant science. In parallel to a successful career, Chantal invests time and passion in the development of her husband Hugo's maple syrup business. Chantal and Hugo have 3 beautiful daughters, Jade (20), Sara (18) and Lorie (17). A lot of family time is spent on the soccer fields, dance competitions, and evenings at the sugar shack where days are finished with a good spirit from the Shefford Distillery, where Hugo's maple syrup is used in some of their distillery products.

Chantal has a personal interest in mountain running in natural settings. Chantal is passionate about people and agriculture, and is committed to the success of our industry. Her expertise, and analytical and communication skills will be assets in the future success of Corteva.



## Nathan Goldberg

### Key Account & Program Manager

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Nathan joined Corteva in 2019 as the Eastern Programs Leader responsible for development, rollout, and fulfillment of Crop Protection, Seed Retail, and Grower programs in Eastern Canada. Most recently, he held the role of Canadian Demand Manager for Crop Protection, responsible for working as an intermediary between Commercial, Marketing and Supply Chain teams. Prior to joining Corteva, Nathan held a variety of management roles in Hedge Fund Administration and Retail Banking spanning over 25 years. His experience has led to a passion for account and project management where he is passionate about looking for new ways to improve customer or operational experiences.

Nathan went to York University for Economics and obtained his MBA with Honours from the University of Liverpool. Nathan currently resides in Kitchener, Ontario with his wife Brenda, two children Zack (21) and Madison (19), and his dog Ember. When not working, Nathan enjoys hiking, kayaking, watching NFL football (Fly Eagles Fly), and playing Volleyball. He is also looking forward to learning Pickleball as a potential new hobby.

