



## **CCA Award of Excellence Presented to Eric Richter January 11, 2017**

Eric Richter was nominated for the Award of Excellence by Shawn Brenneman.

Eric has a Bachelor of Science in Agriculture from the University of Guelph. He has been involved in agriculture for over 30 years and is currently employed by Syngenta Canada as a Special Projects Agronomist. Eric has held various positions within Syngenta and formerly; Syngenta Seeds. For the past 32 years his work has included the research and product development program as well as the field sales and agronomic services team. Specific positions include Research Agronomist, Research Farm Manager, Assistant Forage Breeder, Territory Sales Manager, and Agronomic Sales Representative.

In his current role, Eric spends quite a bit of time managing the independent dealers for Syngenta along with assisting growers that range in size from 100 to 10,000 acres. The main crops he deals with are corn and soybeans however he has always had a passion for forages. Within Syngenta, Eric is often called on to help train other employees.

Eric has proven himself to be a truly innovative person. In the 1990s he worked on breeding Canada's first black soybean variety, called Black Pearl, and received the Premier's Award for Agri-Food Innovation Excellence in 2011, for this work. He was instrumental when it came to helping growers use Round-up Ready and BT technology when first introduced, and, over the past five years, Eric has worked very hard on bringing the concept of double-crop soybeans to Ontario.

The growers with whom Eric works trust and respect the advice he gives. The growers contacted as references valued Eric's strong technological knowledge and his ability to think outside of the box. One of his clients commented: "He is the most dedicated individual I have met that would go to great lengths to help with his grower's needs. He is always willing to go and scout or problem solve for a grower no matter if it's the weekend or after hours. He always comes up with an answer to a question or problem. If he doesn't know right away, he will research until he has the correct solution."

Eric has been very supportive of the CCA program, receiving his designation in 1998. He has written many articles for the Ontario Farmer, Top Crop Manager, along with other farm publications. Eric is involved with the Middlesex Soil and Crop Improvement Association, mentors young people in 4H, and volunteers to clean up Medway valley. In his spare time, Eric has property in Prince Edward Island that he has taken completely "off-the-grid" that attracts quite a bit of attention; which usually ends with a tour of the property.

Eric Richter received the 2016 Award of Excellence at the CCA Conference and Annual Meeting on January 11, 2017 in London, Ontario.