

Janice Tranberg 1984 College 2024 Honorary Life Member Inductee

Janice Tranberg's '84 C path to a career in agriculture began in rural Saskatchewan where she was raised, first around Balgonie, and then Big River. Drawn to plants, she obtained a horticulture diploma from Olds College, but her love of science led her back to the U of S, earning her BSA, followed by a 1998 MSc in molecular biology and plant pathology.

She started working in the "new and really cool" biotechnology sector with Performance Plants. After working as a research scientist, her career focus changed when Peter McCann, president of Ag-West Biotech, hired her as Communications and Regulatory Affairs Director. In 2007, she joined CropLife Canada as VP Western Canada, continuing to develop her expertise in regulatory affairs, communications, and government relations. In 2014, Janice moved to Regina for an opportunity as Assistant Deputy Minister of Regulatory and Innovation for the Saskatchewan Ministry of Agriculture. Here she had the entire breadth of agriculture in her portfolio, which gave her new understanding into the way governments operate. Previously, her roles focused on advocating and bringing forward issues, but now it was "quite an interesting experience to work on the other side of the fence".

From 2015 – 2018, Janice continued building relations and representing crop producers as Executive Director with the SaskCanola in Saskatoon. In 2018, Janice brought her expertise to the top leadership role in the Canadian cattle feeding sector. For the past five years, Janice has been the dual President and CEO of both the National and Alberta Cattle Feeders Associations, based in Calgary. Her focus has been on supporting and advocating for cattle feeders on a broad range of policies and issues impacting the competitiveness of beef production in Canada.

Her broad-reaching career in Saskatchewan and Alberta makes her a strong voice for the ag sector, and she sits on several industry and community boards and committees, including as the industry Co-chair of the AAFC Animal Protein Roundtable. Recently, Janice was awarded the Queen's Platinum Jubilee Medal for her vocal and effective advocacy for the livestock industry in Alberta and Canada.

Janice Tranberg is a well-known presence within the ag industry. Her strong policy advocacy and enthusiasm to work towards a positive future has brought meaningful change for Canadian farmers and ranchers.