

Kevin Hursh 1980 College 2025 Honorary Life Member

Kevin Hursh was born at Cabri, Saskatchewan and grew up on a nearby mixed family farm. He graduated with distinction from U of S, College of Agriculture, serving as Ag Student Association President and Senior Stick in his final year.

Following graduation, his first and only real job was with CFQC Radio and Television in Saskatoon. Eventually, his farm news coverage was province wide. He worked for 15 years doing farm news, establishing a weekly half hour show called Farmgate and doing daily noon hour farm news.

He left CTV in 1995 and together with his wife Marlene established Hursh Consulting & Communications based in Saskatoon. Through the years, Kevin has served as executive director of the Inland Terminal Association of Canada (ITAC), the Canary Seed Development Commission of Saskatchewan and Sask Mustard. As a founding director and then executive director of the Canary Seed Development Commission, Kevin played a key role in obtaining human food approval for the crop.

Kevin and Marlene handled communications and promotional work for Crop Production Week in Saskatoon for 17 years.

Kevin and Marlene also own and operate the family farm near Cabri, growing a wide variety of crops including kabuli chickpeas, large green lentils, maple peas, brown mustard and Canary seed. Their three sons help out on the farm as their careers allow.

For more than 40 years, Kevin has written a weekly column, which for many years has been published in *The Western Producer*. He has also written for other farm publications and can often be heard on Saskatchewan radio stations. In his opinion pieces and speaking engagements, he strives to express what farmers need to hear, not necessarily what they want to hear.

Marlene and Kevin are proud of their Honorary Lifetime Membership bestowed by the Saskatchewan Seed Growers Association and their Lifetime Achievement Award from the Canadian Farm Writers Federation.

In 2021, Kevin received a Distinguished Agrologist Award from the Saskatchewan Institute of Agrologists and in 2023, he was inducted into the Saskatchewan Agricultural Hall of Fame.

Kevin and Marlene are blessed with four grandchildren.