

Geoff Backman joined the Alberta Wheat Commission (AWC) team in September of 2017 as the business development and markets manager. Originally studying economics at the University of Victoria, Geoff connected with the material regarding agriculture. There he researched changes in marketing behaviour by Western Canadian farmers due to the removal of the Canadian Wheat Board. The thesis produced from this research earned Geoff his Masters of Science in Agricultural Economics. After completing his Masters, Geoff worked as a grain marketing advisor with Cargill in Northern Saskatchewan, and later the Peace River region. He valued being able to directly improve the lives of farmers by helping with the economic success of their business. Outside of the office, Geoff is an avid skier and is working on improving his golf game. For fun, he visits the family farm in Saskatchewan where he enjoys doing hands-on farm work.