

flaxfocus

April 2017



FLAX COUNCIL OF CANADA

Barry Hall

1940 - 2017

A Tribute to Barry

The flax industry has lost a truly special man and an incredible leader. Barry Hall passed away suddenly on March 21, 2017 in Winnipeg following complications after surgery for pancreatic cancer. From 1992 to 2011, Barry was Director of Marketing and then the President of the Flax Council of Canada.

Barry was a strong and passionate advocate of all things related to flaxseed. We can credit his efforts for the launch of successful marketing initiatives for the use of flaxseed in human and animal nutrition applications in North America and globally. Under his tenure, a significant amount of human research was

conducted which ultimately lead to flaxseed receiving an approved blood cholesterol lowering claim from Health Canada – a significant accomplishment! Under Barry's direction, flaxseed was approved by the U.S. Food and Drug Administration for "Generally Recognized as Safe", a regulatory requirement for foods.

Barry's work contributed to an increase in flaxseed for feed uses, including as part of the feed rations of laying hens for the production of nutritionally-enhanced eggs, and as an ingredient in national brands of pet foods. Omega-3 eggs account for over 5% of the total Canadian egg market today.



Consumers also have access to omega-3 enriched pork, beef and poultry products thanks in part to Barry's commitment to flax and his industry knowledge.

Under his leadership and with his good judgement, the industry was successful at obtaining significant support from the government to move many exciting and innovative issues forward. As president, Barry led the development to successful funding of over \$15 million for many initiatives including research and market outreach for flaxseed breeding and production, industrial applications, feed and food usage. With Barry at the helm, flaxseed acreage reached historical highs. He led the sector through the first few years of the difficult "Triffid" era. In addition to his responsibilities at the Flax Council of Canada, Barry was the President/CEO of Flax Canada 2015 Inc., an industry directed organization.

Barry brought extensive experience in agri-food to the flax industry. Before joining the Flax Council, he was a senior member of the CSP Foods marketing group which worked with the Proctor & Gamble team to launch canola oil in the U.S. marketplace. Prior to that, Barry worked for Geigy from 1967 to 1971 and for the Canadian Grains Council Trade Association from 1971 to 1979. Barry graduated from the University of Manitoba with a BSA in Plant Science in 1965 and then received his MSc. in 1967.

On the personal side, Barry was a great friend and mentor for many of his colleagues within both the industry and the Flax Council. He was very ethical and ensured that the Flax Council put the good of the sector and its stakeholders first. Barry was true leader and team player. He had a wonderful sense of humour. Barry knew how to make the people who worked with him feel respected and appreciated. Many of his friends and colleagues have wonderful memories of Barry and have contributed their thoughts to this tribute.

"Barry and I worked together at CSP Foods for 12 years. In his position as Manager of Export Development, Barry was instrumental in opening up the USA market for canola oil in the mid 1980's. We again had the opportunity of working together for 4 years at the Flax Council. Barry was a friend, a man of fine character and a true professional in the Ag Industry."

– Les Rankin

"I'm sure that everyone who knew or worked with Barry Hall have many fond remembrances. For myself, it will always be market development road-trips to Central and South America, Mexico and the United States while working for CSP Foods. Barry's optimism and interest in expansion of markets was both contagious and long lasting. In reflection, he had a gift of being supportive of his business colleagues and friends, often despite the long odds, truly believing that it was better to attempt the distant market than not, and to go with confidence, integrity and style. I know that as a result of spending time with Barry I carry with me values that Barry exemplified whenever in the market pitching a product, project or idea."

– Mark Pickard

"Barry took the Flax Council of Canada to great heights during his tenure as Executive Director. He rode out the Triffid days with great determination and class as he saw markets erode. Passionate about agriculture, and a fair and decent man, he was a pleasure to work with. I remember long hours developing marketing plans and proofing grant applications with him applying his keen eye and business acumen while I droned on, word by word and line by line. Mexico, China, Japan, U.S. - all came on board with Canadian flax, thanks to his efforts. A life's achievement, right there!"

– Barb Metrycki



"I have many wonderful memories of working with Barry. For several years we traveled to the annual meeting of the American Dietetic Association, where the Flax Council staffed a booth on flaxseed. No matter that it was chaos, with thousands of dietitians streaming through the exhibit hall, all rushing around, chattering like birds. Barry remained calm and unflappable, always eager to talk about flaxseed and answer questions. He was a gentleman in the truest sense of the word, a joy to work with, and made me laugh. The flax industry has lost a valuable resource."

– Diane Morris

"I first met Barry when he was at CSP foods. I clearly remember that meeting as I got my first lesson on crush margins . . . that is the kind of impression Barry had on people. Memorable. More recently, I had the opportunity to work with Barry on Flax Council business through good times as well as the toughest times in the flax industry's history. Strategic, strong, passionate, and calm are just a few words that I can use to describe Barry during the "Triffid crisis". He strongly supported the people who worked with, and for him. He was fair and respectful with colleagues. Most importantly he was a passionate supporter of the flax industry."

– Terry James

"Barry Hall had a special way of getting the best out of every person he touched. He really cared and people knew it. Barry brought this sense of caring to every action he took on behalf of the flax industry".

– John Oliver

We will remember Barry for his committed service to the flax sector and as a wonderful person and a loyal friend.

To learn more about Barry's life, please visit:

<http://inmemoryofbarryhall.weebly.com/>

Written in honour of Barry Hall by:

Kelley Fitzpatrick

