



# IAF NEWS

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FOR IMMEDIATE RELEASE

## IAF HIRES NEW DIRECTOR OF PROGRAMS

SEPTEMBER 5, 2024 – Victoria, BC

The Investment Agriculture Foundation of BC (IAF) is pleased to announce that Hendrik Steenkamp has joined the IAF Team as Programs Director.

With more than a decade of experience in directing programs, Hendrik brings a wealth of knowledge and expertise to his new role. Joining IAF following his role as the Strategic Programs & Transformation Director at the Victoria John Howard Society, Hendrik also held previous positions with ADP Canada Inc. and Rogers Communications Inc. His strategic vision and commitment to excellence make him a valuable addition to the Leadership Team at IAF.

As the Programs Director, Hendrik will work closely with the Leadership Team overseeing the development and implementation of IAF-delivered programs, ensuring they align with the organization's mission and objectives. His leadership will be valuable to further drive innovation and deliver impactful results across all programs and initiatives.

"We are thrilled to welcome Hendrik to the IAF team as our new Programs Director," said IAF CEO TJ Schur. "Hendrik's approach aligns with IAF's core values of collaboration, integrity, and transparency. His proven leadership and dedication to driving impactful change make him the ideal candidate to lead our programs and initiatives into the future."

Hendrik comes at an exciting time for IAF, as the organization continues to expand its programming within BC agriculture. As a trusted partner, IAF is currently delivering a more than 25 programs to the sector on behalf of the governments of Canada and BC.

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IAF is a non-profit organization that delivers programs to support a thriving agriculture and food sector in British Columbia.

With more than 25 years of experience, IAF is recognized as the leading provider of high-quality and cost-effective program delivery services; having delivered more than \$300 million to industry on behalf of the federal and provincial governments.

[www.iafbc.ca](http://www.iafbc.ca)

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