



CAMA'S AGRI-MARKETER OF THE YEAR

by Andrew Douglas, *Kahntact*

Colin Steen's farming roots run deep. The lessons he learned as a child on the family farm in Weldon, SK continue to shape his leadership style today. Steen is insatiably curious, focussed on the needs of farmers, and full of integrity in everything he does.

As CEO of **Legacy Agripartners**, Steen speaks into issues facing farmers and the agriculture industry with an authoritative voice. Legacy Agripartners, formerly **Legacy Seed Companies**, is itself an innovative company. Steen and the rest of the leadership team believe forage crops and IP innovation are important keys to the future both for soil health, production in the field and barn, and with consumers concerned about the environment.

With Steen at the helm, Legacy Agripartners has expanded its market share and market footprint. The company and its brands have had a measurable impact on the dairy industry and export soybean industry.

Steen holds a B.S. in Agriculture from the **University of Saskatchewan** and an MBA from the **University of Guelph**. He spent over 25 years with **Syngenta** in a variety of commercial and venture capital leadership roles before joining Legacy in 2020. While at Syngenta, he wasn't afraid to innovate. He moved the **Golden Harvest** brand from one of many dealer brands to a professional seed advisor model. His success at Golden Harvest opened the door to him running the NK Seeds business for Syngenta before becoming the managing director and head of operations for **Syngenta Ventures**, the company's venture capital arm.

At Legacy Agripartners, Steen has optimized processes and

encouraged a collaborative culture across the enterprise, all while keeping a clear-eyed focus on farmers and their needs. The Legacy Agripartners companies include **Legacy Seeds**, **DF Seeds**, and most recently, **TriCal Superior Forage**. From a business perspective, Steen has overseen the smooth integration of a new leadership team and a change in the leadership of the brands.



Colin Steen

Understanding the importance of the dairy industry and the increasing recognition of the value of soil health, even among mainstream consumers, Steen oversaw the addition of **TriCal Superior Forage** to the Legacy Agripartners portfolio. Needing to reinvigorate the nostalgic **DF Seeds** brand, Steen brought on **Janna Fritz**, a leader with passion, drive, and firsthand farming experience in Michigan agriculture. Understanding that smooth business operations are vital to keeping a company in a position to truly serve farmers, he elevated the leadership team while investing in operations to support farmers.

Steen's leadership abilities extend beyond the Legacy Agripartners boardroom. He has a respected voice as vice president of

the **Independent Professional Seed Association**, board member of the **National Alfalfa and Forage Alliance (NAFA)**, and board chair of **EarthOptics**, a soil data measurement and mapping company. Through these leadership roles and in his involvement with the Unconventional Ag Summit, he's helped change the conversation from "go organic" to "regenerative for generations." This fundamental shift is changing the industry and consumer perception of "good" and "bad" agricultural practices.

Steen is kind and looks out for others. He's a connector, boosting others and encouraging them as they chart their own careers in agriculture. Working alongside Steen, one gets to experience his unique approach to leadership. His style is to walk side-by-side, listen to understand, and then collaborate on a solution to create a positive outcome for the farmer. He rolls up his sleeves, digs in, and uses his voice to bring positive awareness to the world of agriculture.

Steen is committed to seeing food and feed done better. He is leading the way to support farmers' cultural practices in regenerative ways, that create opportunity for them to thrive financially.

Steen often says, "If you want to have a voice, stick your hand up and get involved." You can see that kind of attitude being cultivated on the farm in Saskatchewan when he was helping with chores. This farm-kid mentality is alive and well. He continues to live out the Legacy Agripartners' values of dedication, accountability, and integrity. **AM**