



Peter Henderson brings a wealth of expertise and a unique perspective to the Agri-Food Innovation Council (AIC) as a global change agent for Net Zero value chains and systems. As President of Ideovation Inc. since 2011, Peter has partnered with a diverse array of clients, including food and beverage manufacturers, retailers, foodservice operators, agricultural organizations, climate-tech and food-tech innovators, distribution companies, innovation hubs, and government bodies. In addition to over three decades of executive, business-building, policy-shaping, and strategy experience—including leadership roles at organizations such as

McCain, Nestlé, Borden Catelli, W.T. Lynch Foods, and the British Columbia Ministry of Agriculture, Fisheries and Food—Peter has also served on the boards of the Agri-Food Management Institute and the British Columbia Wine Institute. His deep expertise in business and innovation strategy, particularly in ecosystem-enabled growth, has made him a trusted advisor to leaders across the agriculture and food industries, climate-tech innovators, and governments.

Peter's vision for the future of agriculture and food value chains is shaped by his extensive pan-Canadian and global experience. He advocates for the rapid advancement of supply chain digitalization and reporting standardization, adoption by industry of proven and emerging climate technologies incentivized by robust government programs, and a transition to sustainable, Net Zero consumption models. Peter believes that with a transformative vision, Canada's business leaders—from SMEs to large corporations—can be key partners in the global shift toward truly sustainable agriculture and food systems.

