Welcome

Welcome to the Alberta Business Family Institute’s 13th annual Signature Event! Each year we recognize a leading Canadian business family and ask them to share their unique story with us. This year we are excited to welcome the Price Family. Tonight they will share their remarkable journey with us. Thank you for supporting this event through your attendance and sponsorship. Your support makes it possible for the Alberta Business Family Institute to help business families succeed for generations to come.

Featuring the Price Family of Sunterra

The seeds of Sunterra took root on the family farm over 40 years ago in Acme, Alberta. With superior hogs and industry-leading practices, the farm grew bigger and better. To showcase the top quality meat and provide customers with a unique European-style shopping experience, Sunterra Market launched in downtown Calgary at Bankers Hall in 1990. Since then they have been working tirelessly to exceed customer’s needs in all nine markets across Alberta.

Sunterra was founded by Stan and Flo Price. Today the business is run by their children and grandchildren. As a family-owned company, they value many things, like their loyal customers, quality products, hard-working team members and the communities they are a part of. From farm to market and right through to their customer’s table, they consistently operate with honesty, integrity and pride. They may be in the fresh food business, but their first priority is to be good to those around them.

Mr. Dave Price

Always interested in animals and in agriculture, Dave took the opportunity out of high school to travel to England where he spent a year learning more about modern pig production. On his return, four families joined together to form Pig Improvement Canada, the organization that later developed into the Sunterra Group of Companies. As the general manager and president of PIC from 1970 to 2002, Dave was responsible for the growth of the company into the largest pig genetic supplier in Canada. He also was involved in the start of Sunterra Market and Sunterra Meats and continues to contribute his knowledge and expertise in crop production, public and government relations for the company. Dave has been an active volunteer in local community organizations as well as being on boards of several provincial and national agriculture and food organizations.

Mr. Glen Price

Glen serves as president of Sunterra Quality Food Markets Inc. He is a Bachelor of Commerce graduate from the University of Alberta. Upon graduation, he gained retail food experience working in Hong Kong for the Park n’ Shop supermarket group (part of the Li Ka-Shing Group). In 1989, Glen returned to Canada in a management position to pioneer a unique European-style fresh market concept along with other members of his family. The first Sunterra Market location opened in Calgary in 1990. The company has since expanded to 7 Calgary locations and 2 Edmonton market locations.

Mr. Ray Price

After graduating from Olds College, Ray returned to the family farm and worked in every area of the business from cleaning pig pens to positions in sales and finance. The company now called Sunterra Farms has pig operations in Alberta, Ontario and Iowa as well as feed and crop production in the Acme, Alberta area. As the business grew, Ray became chief financial officer and took on additional management responsibilities for Sunterra Meats as its division in 1993. Sunterra Meats, located in Trochu, Alberta is dedicated to producing high quality fresh pork to quality conscious customers. In 1989, Ray started to sell pork to Japanese customers and now 75% of Sunterra Meats production goes to a small niche of customers. The remaining 25% is sold as fresh pork to food service outlets in that country with other exports of pork going into Mexico and the U.S.

Mr. Ray Price, Glen Price, and Glen Price serve as chairman of the board and chief executive officer of Sunterra Meats, respectively. Each year we recognize a leading Canadian business family and ask them to share their unique story with us. This year we are honored to welcome the Price Family. Tonight they will share their remarkable journey with us. Thank you for supporting this event through your attendance and sponsorship. Your support makes it possible for the Alberta Business Family Institute to help business families succeed for generations to come.
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Alberta Business Family Institute Vision
ABFI exists to ensure that business families succeed for generations to come.

Mission
We develop and strengthen business families by providing education and resources tailored to their unique challenges.

Values
We uphold the core values of education and family entrepreneurship by maintaining a high code of ethics, client relations, team spirit, and community development.

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