



University of
Lethbridge

News Release

For immediate release — Thursday, October 9, 2025

PUBlic Professor Series talk to focus on the challenges facing modern agri-food business

The business of farming and ranching has never been so complex. Financial pressures, environmental concerns, technological change, shifting consumer preferences, infrastructure limitations and government interventionism are just some of the challenges inherent in today's agri-food business.

The University of Lethbridge's Dr. Danny Le Roy will delve into the role economic science plays in helping navigate these complexities during his [PUBlic Professor Series](#) talk, [*Cockwombles, Cornucopias and the Curious Task of Economics*](#), on Thursday, Oct. 30, 7 to 9 p.m. at the Lethbridge Trade & Convention Centre.



"My talk involves the economics of government interference in agriculture and agri-food markets," says Le Roy, an associate professor of economics. "The first part involves understanding what economic science is really about and the second part involves applying economic principles to better understand government interference in agriculture and agri-food markets — things like tariffs, regulations and other impediments to the creation of wealth in agriculture and agri-food."

Le Roy says that agri-entrepreneurs and producers operate at an intersection of scarcity, uncertainty, natural resource stewardship and business efficiency — a balance that seems increasingly difficult to maintain or even achieve. By utilizing economic science, a clearer picture can emerge.

"Economic science enables us to better grasp the source, the nature and the consequences of these issues," he says. "It helps guide decision making and informs what the implications of those choices are, both intended and unintended. Economics is not about money, being able to predict the future, or what the level of something should be. It is about people; it is who we are and the omnipresent trade-offs we each face."

In addition to his role at the University, Le Roy is a Senior Fellow with the Fraser Institute. He teaches courses in agricultural systems modeling, commodity marketing, agricultural policy and microeconomics, and has served as the coordinator of the ULeithbridge Agricultural Studies Program since 2010. He has received the Agricultural Students' Association Distinguished Teaching Award on two occasions and was the Prairie Baseball Academy's Professor of the Year in 2018. He received his BA (Honours) in Economics from Carleton University and his MSc and PhD in Agricultural Economics and Business from the University of Guelph.

Le Roy's research focuses on production, marketing and trade of agricultural commodities. He is particularly interested in the effects of government interventionism.

The 2025-2026 PUBLIC Professor Series has been generously supported by Knud Petersen, Dr. Dennis Connolly (LLD '17), Dave and Kathy Greenwood, Dr. Michelle Helstein, Dr. Digvir and Manju Jayas, Deborah Lucas, and Dr. Dena McMartin.

The annual PUBLIC Professor Series lectures spark thought-provoking discussions on the most relevant topics of the day, bringing together a diverse group of experts and researchers from across campus and into the community. Every talk is free of charge. For a look at the full series, visit ulethbridge.ca/research/public-professor.

2025-26 PUBLIC Professor Series (remaining schedule)

Cockwombles, Cornucopias and the Curious Task of Economics — Dr. Danny Le Roy, Thursday, Oct. 30, 2025 — Lethbridge Trade & Convention Centre

Has AI Made Teachers Obsolete? — Dr. Richelle Marynowski — Thursday, November 27, 2025 — Sandman Signature Lethbridge Lodge

Playing Telephone with Eyewitness Evidence — Dr. Jamal Mansour, Thursday, Jan. 29, 2026 — The Owl Acoustic Lounge

Indigenous Childhood Stories Transform Worlds – Want Some? — Dr. Don McIntyre, Thursday, Feb. 26, 2026 — Sandman Signature Lethbridge Lodge

Legalized Gambling in Canada: Winners and Losers — Dr. Robert Williams — Thursday, March 26, 2026 — Sandman Signature Lethbridge Lodge

To view online: <https://www.ulethbridge.ca/unews/article/public-professor-series-talk-focus-challenges-facing-modern-agri-food-business>

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Contact:

Trevor Kenney, Manager of Public Affairs
403-329-2710
403-360-7639 (cell)
trevor.kenney@uleth.ca

@ULethbridge

Our University's Blackfoot name is Iniskim, meaning Sacred Buffalo Stone. The University is located in traditional Blackfoot Confederacy territory. We honour the Blackfoot people and their traditional ways of knowing in caring for this land, as well as all Indigenous Peoples who have helped shape and continue to strengthen our University community.