



## Area One Farms' Joelle Faulkner Inducted Into Competitive EY Entrepreneurial Winning Women™ program

**Toronto, Canada, November 30, 2018** – EY announced today that Joelle Faulkner, President and CEO of Area One Farms, a Toronto-based investor that builds equity partnerships with Canadian farmers, has been chosen as one of 12 entrepreneurs admitted into the EY [Entrepreneurial Winning Women™](#) EY Entrepreneurial Winning Woman North America Class of 2018. The program is an annual competition and executive education program that identifies global high-potential entrepreneurs seeking to scale their businesses — and then helps them do it. Program participants are among the top two percent of all women-led businesses in terms of company revenue<sup>1</sup>.

“I’m honoured to be chosen for the Entrepreneurial Winning Women North America Class of 2018,” says Joelle Faulkner. “The program has produced and fostered some incredible female entrepreneurs and leaders, and I am really looking forward to taking what I learn alongside these accomplished women back to better support Canada’s farmers.”

This year’s class includes some of the most promising business leaders of today, averaging \$5 million in annual revenue and 34 employees. The 2018 Entrepreneurial Winning Women lead companies in a diverse array of industries, from hospitality and leisure to private equity and agriculture, and represent entrepreneurial cities across the U.S. and Canada.

“The Entrepreneurial Winning Women program is a powerful vehicle for growth,” said Jen Arnoie, Executive Sponsor for EY Entrepreneurial Winning Women and Northeast Region Leader for Transaction Advisory Services at EY. “We are proud to offer crucial resources and guidance, but more importantly, exclusive access to a network of like-minded entrepreneurs. Individually, these women are powerful, but together, they are unstoppable.”

EY Entrepreneurial Winning Women spurs rapid growth among participating entrepreneurs. According to an independent impact assessment directed by the Babson College Center for Women's Entrepreneurial Leadership, individual participants average 20 percent annual revenue growth in their first year in the program and can have up to 50 percent growth in their second year of participation.<sup>2</sup> Winners also report increased confidence, financing, networks and more.

“This program has been endorsing, supporting and convening highly accomplished women founders for over a decade,” said Lisa Schiffman, Director, Brand, Marketing and Communications, Americas Growth Markets, EY and program founder. “Acceptance into this exclusive program and network is an opportunity for the most elite women entrepreneurs to learn to think big, establish advisory boards, position themselves for growth capital and form the effective leadership teams and processes in order to scale.”

The program began in the United States but has since expanded to include more than 350 entrepreneurs across 50 countries, from Brazil to Vietnam, Turkey to the Netherlands, with women founders operating high-growth companies in every sector.

Area One Farms is a Canadian investment manager which forms equity partnerships with Canadian farmers in order to help them expand their farmland and production capabilities. Area One’s goal of

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<sup>1</sup> US Department of Commerce

<sup>2</sup> “Force Multipliers: How three fundamental adaptations can help women entrepreneurs scale big, [EY](#), 2014



forming meaningful partnerships with Canadian farmers to help them expand and grow – through land conversion work that emphasises sustainability. The Area One model is based on true partnerships, dedicated to supporting profitable family farms across the country looking to expand while remaining financially stable.

The panel of independent judges who selected the 2018 inductees included Pat Hedley, Founder and CEO of Path Ahead, Don Morrison, independent director and prior Senior Managing Director and Executive Vice President of Asset Management at OMERS Private Markets, Lori A. Torres, Founder and CEO of Parcel Pending and Naomi Whittel, Founder of Reserpage Nutrition. The 12 members of the class of 2018 will receive an all-expenses paid trip to the [EY Strategic Growth Forum®](#), an invitation-only gathering of more than 2,000 executives representing high-growth companies in Palm Springs, California.

EY Entrepreneurial Winning Women is conducted in collaboration with several organizations that encourage the development of women-owned businesses, including the Women Presidents' Organization (WPO), the Women's Business Enterprise National Council (WBENC), the National Association of Women Business Owners (NAWBO), Golden Seeds, the Kauffman Foundation and Babson College's Center for Women's Entrepreneurial Leadership. For more information on the program, visit [ey.com/winningwomen](http://ey.com/winningwomen).

**About Area One Farms:** Area One Farms bridges the gap between agriculture and equity – helping quality Canadian farmers expand their operations in a stable, committed partnership with investors. Area One is committed to building a network of farm partners that engage collectively to share and foster ideas and best practices.

Area One currently has farm partnerships in Alberta, Saskatchewan, Manitoba, and Ontario. As each farm is unique, partnerships are designed as joint ventures to suit and support the financial and operational goals of each operation. Learn more about Area One Farms here: <https://areaonefarms.ca/>

#### **About EY's Growth Markets Network**

EY's worldwide Growth Markets Network is dedicated to serving the changing needs of high-growth companies. For more than 30 years, we've helped many of the world's most dynamic and ambitious companies grow into market leaders. Whether working with international mid-cap companies or early stage, venture-backed businesses, our professionals draw upon their extensive experience, insight and global resources to help your business succeed. For more information, please visit us at [ey.com/sgm](http://ey.com/sgm) or follow news on Twitter [@EY\\_Growth](https://twitter.com/EY_Growth).

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