

Ralph Ashmead Memorial

July 11, 1946 - December 18, 2011



Ralph, a dear friend and integral part of Serecon, passed away at the Agapè Hospice in Calgary after a courageous battle with cancer. Ralph leaves his wife, Vicki, three children and two grandchildren.

Born in Edmonton, Ralph was the youngest of five and grew up on the family farm near Stony Plain Alberta. He had a special love of the mountains and took every opportunity to visit them with his family whether it was hiking, camping, or skiing. He was a great father and a wonderful friend.

Ralph joined Serecon in 2000 as a Partner and a senior consultant. He would proceed over the next 11 years, to change Serecon in ways we could not have imagined. Ralph's career included completion of a variety of innovative projects, such as the first economic analysis of the potential outbreak of foot and mouth disease in Canada, five international commodity benchmarks that literally took him around the world, risk management strategies, industry investment analyses, and policy development and evaluation.

Ralph had crusader-like zeal in his quest for knowledge and he saw critiques as an opportunity to explore new ideas. Ralph had a passion for the alternative uses of agricultural products, be it straw, hemp or a number of other products. His abilities to understand issues, prepare spreadsheets, put together proposals, and write reports were outstanding. During the course of his career Ralph enjoyed international business projects and truly loved the people he got to know and work with around the world.



Ralph will be forever missed by everyone in our firm and the agricultural economic field across Canada. He leaves behind a legacy of economic research that will stand the test of time far into the future. We know economic research in Canada has lost a true leader. We at Serecon have lost far more - a mentor, a colleague and a friend.

In Ralph's memory, Serecon will establish the Ralph W. Ashmead Agricultural Economics Scholarship at the University of Alberta.