

“Believe in the product you are promoting and be ready to work long hours...”

Bio-economy Career Profile

Position: President and Owner

Name: Ken Griffiths

Company: EM Atlantic Ltd.

Salary Range: Variable



What I do:

I am President of EM Atlantic Ltd., which produces and distributes Beneficial Microbial Inoculants. Beneficial Microbial Inoculants are good bacteria used in agriculture, composting and sewage, and waste treatment.

The EM in the company's name stands for Efficient Microbes, which acts as a mother culture for all the products that we produce and distribute. In fact, I appeared on the CBC show Dragon's Den looking for partnerships for my product.

As president of my own company, I act as a one-man show from sales, research, and manufacturing, to government relations. I work directly with organic and traditional farmers, public and private compost, and sewage companies across Canada. I also contract with provincial parks to use my technology as a natural alternative to using traditional chemicals in breaking down waste.

company currently does. Although this technology was developed in Japan about 25 years ago, I was skeptical about its benefits. However, after conducting six months of testing, I became convinced that this is a product that not only works but also is beneficial to the environment.

There are many ways to own your own company, but backgrounds in science and business are definite assets. Above all, you need to believe in the product you are promoting and be ready to work long hours. If you have an idea or a product that you developed or are willing to promote, you should consider entering the entrepreneurial world.

What education and skills do candidates need for this position?

After university, I worked with Environment Canada and Agriculture, and Agri-Food Canada. I was interested in ideas on which to work on my own, and attended a meeting where I found out about the technology that my

What are the best parts of your job?

The best thing about working for yourself is the flexibility, even though the hours tend to be very long and family time can suffer. I also enjoy the challenge of delving into the unknown. The role as entrepreneur can be an awesome and frustrating feeling.