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Agency elects new board at Annual General Meeting



The Canadian Beef Cattle Research, Market Development and Promotion Agency – the agency that collects and allocates the beef cattle check-off funds- elected a new board at their Annual General Meeting. The AGM, which occurred during the Canadian Beef Industry Conference in Calgary this August, elected two new board members - Charles Dyer, NS and Kourtney Tateson, JBS - and said farewell to Jennifer MacDonald of New Brunswick who has been a long-standing beef industry advocate and dedicated board member.

Linda Allison (BC) will be serving again this year as chair and is joined on the executive by vice chair Heinz Reimer (MB), Lonnie Lake (retail & food service) as finance chair and Larry Weatherby (NS) as governance chair.