



NEWS RELEASE:

June 22, 2020

For Immediate Release

Canadian Beef Breeds Council holds its 26th Annual General Meeting in a virtual format June 17, 2020

The Canadian Beef Breeds Council's 26th Annual General Meeting and Special General Meeting was held in a virtual format and attended by a cross section of cattle producers, livestock exporters, genetic companies and industry organization representatives.

CBBC is pleased to announce the 2020 Board of Directors: Dave Sibbald (President), Ken Friesen (Vice-President), Roger Peters (Past President), Garner Deobald, Bruce Holmquist, Stephen Scott, Reed Rigney, Myles Immerkar, Craig Scott, Dennis Serhienko, Amanda Matthews-Haywood and Brett Wildman.

Dave Sibbald, Calgary AB was elected CBBC President. Dave is a former President of the Canadian Angus Association and the Calgary Stampede. Dave owns and operates Triple S Red Angus with his family and ranch in the foothills west of Calgary.

The members of CBBC voted unanimously to formally align with the Canadian Cattlemen's Association which will create a platform to incorporate CBBC as an operating division of CCA. More details to come.

"This is an important time in the Canadian cattle industry and aligning organizations with similar goals will have long-term benefits for the entire beef industry" - Dave Sibbald, CBBC President

The vision of CBBC is to be the world leader in developing profitable and sustainable beef cattle genetics. Its mission is to be the catalyst advancing the Canadian beef cattle seedstock sector through unified representation, strategic alliances and implementation of innovative technology.

The mandate of CBBC is to support the Canadian seedstock sector by developing partnerships that advance genetic improvement, research, extension services, information dissemination and our role in Canada's National Beef Strategy; promote Canadian beef genetics both domestically and internationally by identifying market opportunities and facilitating market development; and represent the Canadian seedstock sector to government by advocating effective policy, and ensuring market access and enhanced competitiveness.



Photo: Roger Peters (left) receiving a recognition award for his service as CBBC President 2018-2020 from CBBC-Executive Director Michael Latimer (Right)

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For more information, contact:

Michael Latimer, Executive Director, Canadian Beef Breeds Council
mlatimer@beefbreeds.ca | T: 403-730-0350 C: 403-861-7772