



FOR IMMEDIATE RELEASE

November 19, 2024

CANADIAN BEEF BREEDS COUNCIL ELECTS NEW LEADERSHIP FOR 2024/25

CALGARY, AB – The Canadian Beef Breeds Council (CBBC) held their 30th Annual General Meeting in Edmonton, Alberta earlier this month in conjunction with the 50th celebration of Farmfair International. During the meeting the CBBC membership elected four new Directors: Cory Ducherer, Past President of Canadian Speckle Park Association; Brad Gilchrist, Beef Marketing Manager with Semex; Ken Lewis, Past President of Canadian Simmental Association; and Garth Rancier, Past President of the Canadian Simmental Association and re-elected Andy Schuepbach, a current Director of the Canadian Hereford Association to the Board. They join currently serving Directors Kevin Blair, Eddie Marsman, Scott Severtson and Shawn Wilson to comprise the 2024/25 CBBC Board of Directors.

Immediately following the Annual General Meeting, the 2024/25 Board of Directors elected Shawn Wilson to serve as Chair and Scott Severtson as Vice-Chair of the CBBC Board for the upcoming year. Shawn owns and operates SW Cattle Co. with his family near Strathmore, Alberta and Scott operates Severtson Land & Cattle along with his family south of Innisfail, Alberta.

CBBC wants to acknowledge and sincerely thank retiring Board Chair David Sibbald, and Directors Ken Friesen, Marlin Leblanc, Rod McLeod, Dennis Serhienko and Brett Wildman for their contributions to the CBBC Board over the past several years. “Directors volunteer considerable time and energy to CBBC in their time serving on the Board,” explains Sandy Russell, CBBC Chief Executive Officer, “and we want to acknowledge and thank Dave, Ken, Marlin, Rod, Dennis and Brett for all the expertise and knowledge they have provided to advance the goals of CBBC over the past several years. Their contributions to the industry are greatly appreciated.”

“On behalf of the CBBC membership, I want to personally thank Dave, Ken, Marlin, Rod, Dennis and Brett for the leadership and support that they provided to our organization while serving as Directors in recent years. Your efforts have advanced CBBC as an organization and left a positive impact on the Canadian beef industry.” states Chair Shawn Wilson. “CBBC and its members are an integral part of the



Canadian beef industry, and I look forward to working with this new group of Directors to continue to advance the goals of our organization.”

The Canadian Beef Breeds Council works on behalf of its members to support the Canadian seedstock sector, promote Canadian beef cattle genetics both domestically and internationally, and represent the seedstock producers by advocating effective policy, meaningful market access and enhanced competitiveness.



Photo: 2024/25 CBBC Board Chair – Shawn Wilson



Photo: 2024/25 CBBC Board Vice Chair – Scott Severtson

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