



PRESS RELEASE

CANADIAN ELECTED CHAROLAIS INTERNATIONAL PRESIDENT

September 24, 2014

Recently, representatives from around the world met in France, the birthplace of Charolais, for the World Charolais Congress 2014. Among the delegates were eighteen Canadians who were treated to French hospitality and the breathtaking scenery as they toured through south central France. As well as the celebration of the 150th Anniversary of the Herd Book Charolais and 50th Anniversary of Charolais International, tour participants took in farm visits, an AI center, the Institute of Charolais, a 500 year old Auction yard, feed efficiency meetings and the National Show and Sale.

During the Congress the General Assembly of Charolais International met and elected its Executive; President Helge By, Charolais Banner, Canada; Vice President Luis Enrique Villasenor Gutierrez, President of Charolais Charbray Herd Book de Mexico; Vice President Michel Baudot, President of Herd Book Charolais, France and Secretary Clement Perrodin, Technical Sales with Herd Book Charolais, France.

Charolais International provides a platform for organizations to network and share information for the betterment of the Charolais breed on a global scale. There were twenty voting delegates for International Charolais hailing from ten countries including, Mel Reekie, General Manager of the Canadian Charolais Association.

The Canadian Charolais Association welcomes the world in 2015 as they host the World Charolais Technical Conference in June.

For additional information please contact:

Mel Reekie, General Manager, Canadian Charolais Association

