



Canadian Beef Breeds Council holds its 20th Annual General Meeting in Calgary, March 13, 2014

Canadian Beef Breeds Council's 20th Annual General Meeting was held in the Alberta Beef Producers Board Room and was well attended by members, associates and guests. President David Bolduc shared that "We have an improved board structure and have established a communication program that keeps all our members involved and informed. We are working more effectively to promote the value of registered seedstock in Canada and abroad".

The newly elected Board of Directors are:

David Bolduc	President
Garner Deobald	Vice President
Byron Templeton	Past President
Wendy Belcher	Director
Anne Brunet-Burgess	Director
Bruce Holmquist	Director
Roger Peters	Director
Rod Remin	Director
Rob Smith	Director

CBBC's vision is to provide a unified voice in support of the purebred genetics provided within the Canadian beef cattle industry. Its mission is to ensure the continuity, growth and prosperity of the Canadian purebred cattle sector as an integral component of the Canadian beef cattle industry.

Its mandate is to support Canadian purebred cattle producers through service provision aimed at genetic improvement, animal health, extension services and information dissemination; promote Canadian beef cattle genetics both domestically and internationally by identifying market opportunities, facilitating access through timely intelligence and informing the commercial industry of the attributes of the Canadian beef advantage both at home and abroad; represent the purebred cattle sector to government by advocating effective policy, ensuring market access and enhancing competitiveness.