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NEWS RELEASE

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NEW EXECUTIVE ELECTED FOR VEAL FARMERS OF ONTARIO

GUELPH, ON– At a recent meeting of the Veal Farmers of Ontario (VFO) Board of Directors, Tom Kroesbergen Jr. was elected to the position of Chair while Pascal Bouilly was elected as Vice Chair.

A board member since 2015 when the VFO was formed, Tom and his brothers Bob and Steve, along with their families, operate Sunnydale Acres near Ailsa Craig. The Kroesbergen family have been raising grain-fed veal full time for over 25 years. The family also cash crops, finish beef cattle and have a broiler operation.

“As VFO Chair I am looking forward to the coming year as we focus in our core business to address the issues directly impacting dairy calf and veal producers” stated Kroesbergen. “We have a busy agenda in trying to finalize the VFO Regulations review work with the Commission, collaborations with the Canadian Veal Association, research and projects supporting healthy dairy calves and our search for Ontario’s Best Veal Sandwich to name a few”.

Pascal has been a VFO board member since 2015, and prior to that served on the board of the Ontario Veal Association. Pascal is the Dairy Calf Supply Chain Manager with Grober Nutrition based out of Cambridge. In his current role Pascal is responsible for the development of the started dairy calves program at Grober as well as providing technical support for the Grober Sales Team.

"While I am new to a VFO Executive position, I look forward to sharing my experiences and insight working in the industry" stated Bouilly. "I am also looking forward to learning from my colleagues in both the veal and dairy sector, my goal being to further strengthen the relationship between these two sectors" added Bouilly.

Re-elected to the 8 member VFO Board of Directors were Judy Dirksen, Rita Maciukiewicz, Joyce Feenstra and Phillip Kroesbergen. The Veal Farmers of Ontario provides leadership to promote industry growth and viability through collaboration, innovation, marketing and education.

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