



**Veal Farmers of Ontario**  
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## News Release

### Veal Farmers of Ontario announces new leadership for 2020

#### FOR IMMEDIATE RELEASE

Guelph, Ontario, April 22, 2020 – Veal Farmers of Ontario (VFO) is pleased to announce the election of Pascal Bouilly (Cambridge) as Chair and Middlesex County veal producer Phil Kroesbergen as Vice Chair, at a recent meeting of the Board of Directors.

Bouilly, the Dairy Calf Supply Chain Manager with Grober Nutrition, was appointed to the VFO Board of Directors in 2015 and has served as Vice Chair for the past two years. Bouilly is responsible for the started dairy calves program, providing on-farm management and technical support for their sales team.

“Driving demand for Ontario veal is a top priority for the VFO Board of Directors,” says Bouilly. “As Chair, I look forward to working with my fellow directors in the year ahead as we focus our attention on the issues, initiatives and projects that will best support our members and our industry. The impact of the COVID-19 pandemic is widespread and primary producers need a financial backstop like the Risk Management Program to navigate these uncertain times. We will continue collaborating with our industry partners to advocate for the needs of veal farmers in this time of crisis.”

Kroesbergen, who joined the Board in 2017, farms full-time with his father and brother near Strathroy. Their family operation, Creekside Acres, has been producing veal exclusively for over 30 years.

“As Vice Chair, I look forward to strategically addressing issues directly impacting dairy calf and veal producers with my fellow directors,” says Kroesbergen. “We will continue to focus on the core priorities that will benefit us all.”

Brian Keunen and Sid Atkinson were acclaimed to the VFO Board at the 2020 Annual General Meeting (AGM) and Producer Education Day in Stratford, on March 11, and will serve two and three-year terms, respectively. Keunen is Past Chair of VFO (2015 to 2017), and raises veal cattle in the Palmerston area; he also owns and operates Mapleview Agri Ltd.

Atkinson, a dairy and cash crop producer from Northumberland County, brings extensive board experience to his role and fills one of three vacant seats on the board. Rita Maciukiewicz completed her second term and did not seek re-election, while both Past Chair Tom Kroesbergen and Joyce Feenstra have stepped down mid-term.

“On behalf of the VFO Board of Directors, I would like to thank Tom for his leadership, as well our other retiring directors for their service to the Ontario veal industry,” says Bouilly. “We welcome Sid to the board and look forward to adding his fresh perspective to our discussions.”

Returning to the eight member VFO Board of Directors are Judy Dirksen and Cameron Knip. Two seats remain vacant and will be filled by one-year appointments, approved by the Ontario Farm Products Marketing Commission, that will end at the 2021 AGM.

Veal Farmers of Ontario is a producer-run organization that represents the interests of Ontario's veal farmers, providing leadership to promote industry growth and viability through collaboration, innovation, marketing and education.

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**For more information or to arrange an interview, please contact:**

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