



Veal Farmers of Ontario

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FOR IMMEDIATE RELEASE

Veal Farmers of Ontario appoints Patrick MacCarthy as Executive Director

Guelph, Ontario, [February 26, 2026] – On behalf of the Veal Farmers of Ontario (VFO) Board of Directors, VFO Chair Philip Kroesbergen is pleased to announce the appointment of Patrick MacCarthy to the role of Executive Director, effective April 1, 2026.

The VFO Board selected MacCarthy for his extensive understanding of Ontario’s veal and dairy calf sectors and his commitment to producer-focused advocacy. MacCarthy succeeds Jennifer Haley, who is retiring from VFO on March 31, 2026, after nearly 30 years of dedicated service to the Ontario and Canadian veal and dairy calf sectors.

“On behalf of the VFO Board, we are excited to welcome Patrick as Executive Director,” said Kroesbergen. “Patrick brings a collaborative leadership style, strategic insight, and a clear appreciation for the opportunities and challenges facing our sector. We are confident he will build on the strong foundation established at VFO and help position Ontario’s veal and dairy calf producers for continued success.”

Originally from Eastern Ontario, MacCarthy joined VFO in 2020 and has worked on a variety of important projects and issues impacting the sector, most recently serving as Policy Advisor since November 2024. MacCarthy has developed a strong understanding of the unique structure, challenges, and opportunities within Ontario’s veal and dairy calf sectors, working closely with producers, processors, government representatives, and national industry partners. A graduate of the University of Guelph with a Bachelor of Commerce in agricultural business, MacCarthy brings both sector-specific expertise and forward-looking strategic insight to the role.

“I am honoured to take on the leadership of Veal Farmers of Ontario and to work on behalf of Ontario’s veal and dairy calf producers,” said MacCarthy. “Having worked within VFO and alongside our members, I have a deep appreciation for the legacy, strength, and resiliency of this sector. I look forward to building on our solid foundation while bringing new ideas and approaches that will help position Ontario’s veal and dairy calf industry for long-term sustainability.”

The VFO Board also extends its sincere gratitude to Jennifer Haley for her extraordinary leadership and commitment over the past three decades.

“Jennifer’s impact on the veal sector cannot be overstated.” said Kroesbergen. “She has been a tireless advocate for producers, guiding the organization through significant industry milestones and challenges while ensuring Ontario’s voice was heard at both the provincial and national levels. We will miss her leadership and passion and appreciate all that she has done for VFO and the significant milestones achieved that bring VFO to where we are today.”

Veal Farmers of Ontario is a farmer-run organization that represents the interests of Ontario veal and dairy calf farmers, providing leadership to promote industry development through collaboration and communications.

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

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