



**Veal Farmers of Ontario**

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FOR IMMEDIATE RELEASE

**Annual VFO Board of Director's Award winner announced**

*Recognizing dedication and service to the veal cattle industry*

**Guelph, Ontario (March 19, 2026)**—Veal Farmers of Ontario (VFO) was pleased to announce this year's VFO Board of Director's Award winner at its recent Annual General Meeting and Producer Education Day held Wednesday, March 18, 2026, in Elora, Ontario.

The VFO Board of Director's Award celebrates the many individuals whose efforts help the Board fulfill its mandate of supporting a strong, sustainable livestock sector in Ontario and providing proactive, engaged leadership for the province's dairy calf and veal cattle farmers. This year, the VFO Board proudly recognized Kendra Keels for her outstanding commitment and service to our sector.

With more than 35 years of experience in the livestock, dairy calf, and veal industries, Kendra's influence has been profound. As VFO's Industry Development Director, she has played a pivotal role in shaping producer programs, educational tools, and research initiatives that continue to strengthen our sector.

"Kendra Keels has dedicated her career to improving animal health and welfare in the Ontario and Canadian veal sectors," says VFO Chair Philip Kroesbergen. "Her passion and commitment have been instrumental to our organization and have shaped the work we do every day. We are grateful to Kendra for being a true leader, a tireless advocate, and a trusted voice for our sector."

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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