



**Veal Farmers of Ontario**

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FOR IMMEDIATE RELEASE

**Jennifer Haley honoured with Lifetime Achievement Award**

*Recognizing dedication and service to the veal cattle industry*

**Guelph, Ontario (March 25, 2026)**—Veal Farmers of Ontario (VFO) was pleased to announce the recipient of the second Lifetime Achievement Award at its recent Annual General Meeting and Producer Education Day held Wednesday, March 18, 2026, in Elora, Ontario.

The Lifetime Achievement Award honours individuals whose exceptional vision and dedication have significantly shaped VFO and the legacy Ontario Veal Association, recognizing the profound impact their lifelong contributions have had on the growth and strength of the Ontario veal cattle sector. As the industry continues to evolve, this award serves as an important reminder of the leaders who have advanced its long-term success.

This year, the VFO Board proudly presented the award to Jennifer Haley, VFO's long-serving Executive Director, who will retire at the end of March after 28 years of outstanding service.

"On behalf of the VFO Board of Directors, I would like to extend our sincere gratitude to Jennifer Haley for her dedicated service and commitment to the veal cattle sector," says VFO Chair Philip Kroesbergen. "Jennifer's leadership has guided our organization through significant milestones and achievements and has helped navigate our sector through pivotal events that have shaped the industry we know today."

"We are immensely grateful for the knowledge, passion, and steadfast advocacy Jennifer has brought to her role," adds Kroesbergen.

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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