

NEWS RELEASE

For immediate release

Annual VFO Board of Director's Award winner announced

Recognizing dedication and service to the veal cattle industry

Guelph, ON (March 9, 2023)—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 8, 2023, in Elora, Ontario.

The VFO Board of Director's Award recognizes the contributions that many make to help the VFO Board achieve our mandate of supporting a viable livestock sector in Ontario and creating a proactive and engaged Ontario veal cattle and dairy calf industry. This year, outgoing VFO Chair Pascal Bouilly was recognized for his role in advocating for the Ontario veal sector.

"Pascal Bouilly has worked to protect farmers, farm families and their businesses while advocating for the Ontario veal sector during the recent court challenge to Bill 156 and the *Security from Trespass and Protecting Food Safety Act, 2020* (the Act) by special interest groups," says Phil Kroesbergen, VFO Vice Chair.

Bouilly has led the Ontario veal sector since 2020 and served as Vice Chair on the Board of Directors since the inaugural board meeting in 2015. He was involved in animal agriculture's defense of the Act and participated in the cross-examination process defending the veal sector's production practices and represented all VFO members so well. The Act is important legislation that protects Ontario's food supply chain, from farm to table, without infringing on the right to peacefully protest.

"I am honoured to receive this recognition from my peers," says Bouilly. "Working together with our industry partners to stand up and protect our farms, our families and our livestock as part of the defense of the Act was a tough but rewarding part of my career in the veal industry."

"We thank Pascal for his dedication, commitment and ongoing support of the Ontario veal sector, he is truly deserving of this recognition," says Kroesbergen.

Veal Farmers of Ontario is a farmer-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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