

NEWS RELEASE

For immediate release

Annual VFO Board of Director's Award winner announced

Recognizing dedication and service to the veal cattle industry

Guelph, Ontario (March 14, 2024)—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 13, 2024, 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, Michael Young, President of Canada Beef, was recognized for his many contributions to the Canadian red meat industry and specifically for his support of the Ontario veal sector.

"Michael Young has been instrumental in supporting the collaborative relationship between VFO and Canada Beef, and for his support of the Canadian veal sector as a whole, whether at home or abroad," says Philip Kroesbergen, VFO Chair.

Young has worked in the Canadian red meat industry for over 45 years, specializing in beef, veal and pork sales, marketing, product development, and education in the domestic and export marketplace. "It has been a privilege to be able to work with Michael on a number of veal-specific projects over the past few years," says Jennifer Haley, VFO Executive Director. "Michael has a wealth of knowledge and expertise in all facets of marketing in the red meat sector and VFO has been fortunate to have benefitted from this," she adds.

"We want to acknowledge Michael's contributions and also wish him all the best in his well-deserved retirement and thank him for his leadership and collaboration across the red meat sector," 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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