



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 6, 2025)—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 5, 2025, in Elora, Ontario.

The VFO Board of Director's Award recognizes the contributions that many make to help the VFO Board achieve its mandate of supporting a viable livestock sector in Ontario and providing proactive and engaged leadership for Ontario dairy calf and veal cattle farmers. This year, Cara Ferguson from Edana Integrated Marketing was recognized for her commitment and dedication to promoting Ontario veal to consumers.

Over the years, Ferguson has worked closely with VFO to develop and implement consumer marketing strategies and promotions, including the popular Ontario's Best Veal Sandwich (OBVS) contest. Behind the scenes, she also ensures consumer-focused social media platforms are fresh and responsive to trends and that the ontariovealappeal.ca website is full of tantalizing Ontario veal recipes and photos.

"Experiencing this year's OBVS finale firsthand really showed me the impact of the program," says Philip Kroesbergen, VFO Chair. "It was really encouraging to see the level of energy and excitement at this event and how much people enjoy Ontario veal and appreciate the farmers that produce it for them. We thank Cara for her work on our suite of consumer marketing programs and for her support of Ontario's veal farmers."

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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