



## Ann Louise Carson New Holstein Canada CEO

**BRANTFORD, Ontario, February 22, 2012** - The Holstein Canada Board of Directors is pleased to announce that Ann Louise Carson will become their Chief Executive Officer effective June 4<sup>th</sup>, 2012.

Holstein Canada President Paul MacLeod states, "Due to her long career in many aspects of the Canadian dairy industry, Ann Louise is well known and appreciated by our members as well as our industry partners. She has Holstein blood in her veins - our Board is very pleased to have her join our team".

Raised on a Holstein Master Breeder farm (Carsondale) in Québec's Eastern Townships, Ann Louise began her career with 4-H and helping with the family herd at fairs before earning her Bachelor of Science Degree in Agriculture at McGill University. Her professional career has spanned government (Executive Assistant to Québec's Minister of Agriculture), embryo transfer (General Manager of Boviteq Inc.), milk recording (Senior Manager at Valacta) and the processing industry (International Manager at Groupe Lactel). Adding the A.I. industry to her résumé, she was General Manager of Eastern Breeders Inc. (2006-2011), where she played a major role in the smooth merger with Gencor and the formation of EastGen. Self employed since July 2011, Ann Louise facilitated the cross-Canada member consultation of the Holstein Canada and Canadian Dairy Network (CDN) Boards of Directors in the fall of 2011 and is currently conducting strategic planning work for a prestigious Canadian Holstein farm.



**Ann Louise Carson**

"With over 20 years in senior management positions, including being CEO twice, her in-depth knowledge of our industry, and fluent bilingual language skills, Ann Louise is the perfect choice to lead our team as we move forward", adds Holstein Canada Vice-President, Glen McNeil.

Until Ann Louise moves to the Brantford area and during her early transition to the Holstein Canada team, Brian Van Doormaal will continue his dual CEO role with Holstein Canada and Canadian Dairy Network (CDN). President MacLeod concluded, "The Holstein Canada Board is indeed grateful to Brian for his significant contribution over the past two years and to the Holstein Canada team for their hard work under his leadership." Effective immediately Ann Louise can be contacted at [annlouise@holstein.ca](mailto:annlouise@holstein.ca).

With a history of 127 years, Holstein Canada is the largest breed association in Canada having 11,000 active members. Its mission is to provide the membership with the opportunity to enhance their profitability and competitiveness through genetic improvement programs.

For additional information, please contact:

Paul MacLeod, President  
Holstein Canada  
Phone: 519-539-7219

Glen McNeil, Vice President  
Holstein Canada  
Phone: 519-524-4696