



Media Release

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FOR IMMEDIATE RELEASE

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Holstein Canada Appoints New Chief Executive Officer

Brantford, Ontario – On behalf of the Holstein Canada Board of Directors, President Gerald Schipper is pleased to announce that Vincent Landry has been selected as the next Chief Executive Officer. Vincent will start in his new role on May 4.

“We are very excited to introduce Vincent as our incoming CEO. The Board of Directors established very clear criteria for the rigorous selection process to identify a CEO to take us forward in this changing world. Vincent meets all of our objectives,” states Gerald Schipper.

Fluently bilingual with an in-depth dairy background, Vincent Landry brings a wealth of experience to his new position. Born on a Holstein farm in the Eastern Townships region of Quebec (and a Holstein Canada Junior member from an early age) and a Holstein breeder until very recently, Vincent has held key positions in the industry. These include over a decade of senior management positions in Sales, Marketing and Communications for two artificial insemination companies. Before his AI career, Vincent worked in animal nutrition. Following his post-secondary education, Vincent started his career as a Field Service advisor for Holstein Québec, the largest Branch of Holstein Canada.

Vincent Landry proudly shares: “Listening to consumers, being proactive and valuing diversified production systems we have from coast to coast will allow us to meet the challenges of today and tomorrow. Canadian Holsteins have always been an incredible resource, with a great capacity to adapt – they will continue to be a key asset to contributing to the prosperity of our dairy farms across the country. I am very proud to be part of this industry and to work with a team so committed to Canadian dairy farmers.”

The Board of Directors wishes outgoing CEO Ann Louise Carson a long and happy retirement.

Vincent Landry will take on his new role May 4 and will be relocating to Brantford. He can currently be reached at vlandry@holstein.ca or at 819-578-3589.

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