



Media Release

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FOR IMMEDIATE RELEASE

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Holstein Canada Announces CEO Retirement and Succession Plan

Brantford, ON – On behalf of the Holstein Canada Board of Directors, it is with mixed emotions that I announce Ann Louise Carson’s plans to retire as Chief Executive Officer. Carson will remain in the CEO role until her retirement takes effect on April 30, 2020. The Board has appointed a CEO Search Committee to do a proper analysis of the profile required for this key position in our industry and to identify the best candidate to serve as the next CEO.

Ann Louise has been at the helm of Holstein Canada since May 2012. “I’ve had the immense pleasure and honour to serve the Board and members for the past seven years,” she said. “Working alongside a very dedicated team, I am fulfilled by all that we have accomplished to position Holstein Canada as a service provider and source of unbiased information to every dairy farm in Canada. As we move forward to the future, I have great confidence in the strength of our team and the opportunities that lie ahead for Holstein Canada. I am confident that it is the right time to transition the Association to its next generation of leadership while I look forward to supporting many great projects in the next ten months.”

The entire Holstein Canada Board and team want to thank Ann Louise for her commitment and countless contributions to our Association over the past seven years. Under her guidance and stewardship, Holstein Canada has built a strong foundation for service excellence, strong member connections and growth, and today the company is well positioned as a strong dairy industry resource with the right strategy in place to drive innovation to meet producer’s needs.

Over the past seven years, Holstein Canada has made notable contributions in the dairy industry, including being selected as the service provider for the Cattle Assessments program under Dairy Farmers of Canada’s proAction® initiative, launching the Herdbook system re-write, and strengthening the service delivery and leadership teams.

Holstein Canada wishes Ann Louise Carson the very best as she chooses to hang up her skates in a few months to enjoy the next chapter of her life.

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