



Media Release

HOLSTEIN CANADA, 20 CORPORATE PLACE, BRANTFORD, ONTARIO CANADA N3T 5R4
TEL: 519-756-8300 – 1-855-756-8300 | FAX: 519-756-5878 | WEB: HOLSTEIN.CA

Holstein Canada Appoints New Chief Executive Officer

Brantford, ON, November 26, 2025 – On behalf of the Holstein Canada Board of Directors, President Gilles Côté is pleased to announce the appointment of Greg Dietrich to the role of Chief Executive Officer, effective December 9, 2025.

With a lifetime of involvement in the dairy genetics and agricultural sector, Greg brings a deep and authentic understanding of producers and industry partners, strengthened by significant operational expertise and entrepreneurial leadership.



After obtaining his Agricultural degree, Greg began his career with Holstein Canada in business development, before moving to Semex where he held progressive roles in international sales and as Director, Internal Product Development. Beyond his corporate experience, Greg has led and worked with teams to build and operate innovative agricultural businesses, including Progenesis, a genetic nucleus company, and his family's dairy and custom calf-raising operation, Character Dairy Genetics, located in Mildmay, Ontario.

Greg currently serves as a Board Director with the Ontario Federation of Agriculture, representing more than 38,000 members province-wide. He has also dedicated 10 years to the Genetic Evaluation Board of Lactanet, including time as Chair, further strengthening his insight and leadership within the industry.

Bringing him full circle to Holstein Canada as CEO, Greg will provide meaningful leadership in implementing the new strategic plan and supporting the overall health and performance of the organization. His focus on open communication and strong relationship building with employees, members, producers and industry partners will be key to his leadership approach.

Conversationally fluent in French and continuously improving his spoken Spanish, Greg brings an approachable and collaborative leadership style that will engage our employees and members across the country.

Please join us in welcoming Greg Dietrich back to Holstein Canada.



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On behalf of the Board of Directors and the Holstein Canada team, President Côté wishes to extend sincere appreciation to Linda Markle and Chris Bartels for their leadership as interim co-Chief Operating Officers over the past 12 months. Their commitment and dedication to supporting the organization and team through this time of transition has been invaluable and a testament to their leadership and professionalism.

About Holstein Canada

With a membership of more than 9,200, Holstein Canada is responsible for maintaining the Holstein Herdbook under the Federal Animal Pedigree Act of Agriculture and Agri-Food Canada. Holstein Canada provides its members with a wide range of services, helping them manage and advance their herds through innovative genetic improvement programs. For more information, please visit our [website](#) or follow us on [Facebook](#), [Instagram](#), and [Twitter](#).

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