

## Nominations: Agency Members



### Terry Wiebe, BC Cattle Industry Development Council

Terry runs 400 pairs and backgrounds 500 yearlings on his ranch near Buick, BC. He relies on the ranch to make his living, and runs his operation with the best interest of his livestock first; low stress and gentle handling for working stock. He buys feed locally, manages his grazing using rotational grazing practices and depends on a lot of crown grazing leases. Terry has been with the North Peace Feeder Co-Op and North Peace Bred Heifer Co-Op since 1998, and has been the president since 2000. He was a previous director with the BC Brand Department and Horn Fund, and has taken in many Alberta Feeder Association AGMs, and is always learning from his neighbours. He has also attended some Canadian Cattlemen's Association meetings and is a past Agency delegate.



### Doug Sawyer, Alberta Beef Producers

Doug and his wife Carole have a beef operation near Pine Lake, AB. Doug has over 20 years experience working within the livestock industry, as well as serving within various capacities on numerous industry specific boards and committees, and uses a combination of skills and abilities within the board at the Canadian Beef Check-Off Agency, as well as the Canadian Cattlemen's Association. Doug is a producer who stays up to date with current industry trends and impacts. He has a strong history of identifying and implementing advanced strategic practices and policies, and has an extensive history of engaging and collaborating with a wide range of stakeholders. He has proven experience within many facets of the beef production sector, including both cow/calf and small scale feedlot operations.



### Mary Paziuk, Manitoba Beef Producers

Mary and her husband Wayne are beef producers in the Ethelbert area. They raise purebred Angus cattle. She is MBP's District 13 director, now having served twice in that role. This included service during the early years of the BSE crisis. During her time as a MBP director she has been active in animal health, agricultural Crown lands and the environment. She is interested in interprovincial and international trade, agriculture and rural communities, and likes to learn more about different agricultural practices when traveling. She served as a municipal councillor with the Rural Municipality of Ethelbert, has an Agriculture Degree from the University of Manitoba and once was employed with Manitoba Agriculture.



### Kirk Jackson, Les Producteurs du bovins du Québec

Kirk has a strong dairy background, but a genuine love of the beef industry and always gives 100%. He has a team spirit approach, and is motivated to grow within the beef industry. Kirk's experience with dairy and beef began early with his 4-H membership, which eventually grew to becoming a project leader and culminating in 2007 when he received the Quebec 4-H Leader of the Year award. He has been involved in various levels of beef and dairy boards, from regional cattle producers organizations to holding the Vice Chair position with the Quebec Cattle Producers. Kirk has been a shareholder in his family operation since 1998, where he runs 150 head of Holsteins, including replacements, and has been a member of the Quebec cull-cow marketing agency.



## Trevor Welch, New Brunswick Cattle Producers

Trevor hails from Glassville, NB and operates Garvie Mountain Angus, with a black and red Angus purebred and commercial herd of about 70 head. Trevor is the fourth generation of Welch family to work on or own the farm, which is VBP+ certified. Trevor has extensive experience representing cattlemen on provincial and national boards. He has or is currently serving on the Canadian Angus Association as Past President and Maritime Director, the Maritime Angus Association, New Brunswick Cattle Producers. Trevor is also a past 4-H beef project leader, and the owner and president of Welch Surveys Ltd., a private survey company.



## Russ Mallard, Canadian Meat Council President, Atlantic Beef Products

Russ is the President of Atlantic Beef Products Inc., the only Federally Inspected beef processor east of Montreal. Russ also spent 7 years in Western Canada in Calgary and Victoria BC with Centennial Packers as a Branch Manager and National Sales and Marketing Manager. In 1992, he and his family returned to the Maritimes to work for Hub Meat Packers in Moncton as Senior Director of Sales. In 2000, Russ left Hub to fulfil a lifelong dream of owning his own business and started a foodservice distributor based in Moncton. M&S Food Service Inc. grew quickly and in 2003 it was acquired by Gordon Food Service from the US and Russ remained and President & CEO until the end of 2006.



## Leslie Bielak, Canadian Meat Council Manager, Operations, St. Helen's Meat Packers Limited

Leslie Bielak was born into a meat industry family. Being the fourth generation, his exposure in the business started at a very young age. Leslie started working full time at St. Helen's Meat Packers in 2011 and possesses hands on experience in many facets of the business. He has learned the business from the ground up and continues to grow and expand his knowledge in every area of the industry. Mentored and developed, Leslie's skills in both technical knowledge and interpersonal relationships continue to expand, assuring him a bright future in the meat industry.



## Steve Christie, Retail and Foodservice National Director, Corporate Multi-Unit Protein Sales, Sysco Canada

Steve has worked in various roles related to the beef industry and protein sales and marketing. He has experience as a butcher in an independent butcher shop, and worked in both beef and pork plants at Canada Packers. Steve was a sales representative with Canada Packers and Maple Leaf Food Service, and a protein category manager with Gordon Food Service, where he developed an Alberta beef brand. He has previously been Vice President of Purchasing of Sysco Central Ontario, and Executive Vice President at Sysco Central Ontario. Steve has worked closely with Canada Beef and Canada Pork on various projects.



## Nominations: Marketing Committee



### **Helen Langford**

**Co-Founder and President, HSL Consulting Ltd.**

Helen is a food industry executive who focuses on profitable growth, operational efficiency and talent mentorship. Senior roles in the food industry have given her experience in food innovation, quality assurance and supply chain expertise. She has an integrated approach to menu development, restaurant design and customer experience to transform corporate and franchisee operations and performance. Helen has negotiated contracts and selected food vendors for Boston Pizza International, developed a pipeline of new products and executed brand marketing for franchisee co-operation on behalf of KFC, Pizza Hut and Taco Bell brands in Canada. She currently consults through mid-sized food service and retail projects.



### **Mike Guest**

**Owner/Operator, Western Prime Meat Processors, Bandits Distilling Inc. and a cattle/ grain operation**

Mike brings a wealth of experience to the Marketing Committee. As the owner and operator of Western Prime Meat Processors in Weyburn, SK, Mike works directly with the products that Canadian beef producers are marketing, and directly with the consumers who are seeking them. He also owns and operates Bandits Distilling Inc., which prides themselves on using their very own highest quality homegrown grains to infuse their products with country values and strong work ethic. Mike is both a journeyman meat cutter by trade, and operates a cattle and grain operation near Weyburn, SK.

## Nominations: Retail and Foodservice Temporary Substitute



### **Lonnie Lake**

**National Protein Procurement Manager, Sysco Canada**

Lonnie has extensive experience in the protein sector, and has had the opportunity to be a part of the Agency board as both the retail foodservice rep, and four years as Finance Chair. Lonnie's career has stretched from his role as a meat manager in 1985, growing within the meat industry and honing in on what is important to consumers in Canada. With Sysco, Lonnie is able to use his experience and consumer insight to influence how Sysco's customers ensure consumer demands are being met, and drive valuable return.