



FOR IMMEDIATE RELEASE

Canada Beef Welcomes New President

Michael Young Brings Strong Business Development and Branding Background

April 12, 2019 – Canada Beef is pleased to welcome Michael Young as the organization’s new President, effective April 23, 2019. Working with the Canada Beef Market Development and Promotion Committee, Young will lead all aspects of Canada Beef’s domestic and international market development and promotion efforts, including: strategic business planning, program development, performance measurement and reporting, and human resource management.

“We are very pleased to have Michael join the Canada Beef team,” says Committee Chair Mike Kennedy. “Michael joins us with broad experience in domestic and global business development, branding and strategic leadership. He has an established track record in the Canadian beef, veal and pork sectors, having most recently worked with Canada Pork International as Vice President, Technical Programs and Marketing Services responsible for domestic and international market development.”

“I am honoured and excited to lead the Canada Beef team. I believe that feeding the world safe and nutritious food matters – to Canada and the rest of the world,” says Michael Young, Canada Beef President. “Our industry is facing strong competition both domestically and abroad, and I am looking forward to bringing my skills and passion to the organization to not only help meet those challenges, but to create new opportunities as well.”

Young has a proven track record over a 35 year career, specializing in beef, veal and pork sales, marketing, product development and product education. His career has given him opportunities to work in over 25 countries including key Canadian beef export markets such as: the United States, Japan, China, Taiwan, South Korea, Mexico, and smaller markets in Southeast Asia and South America.

“Given his strong global market development expertise and experience, we are confident that Michael will lead our organization forward – especially as our industry moves to take advantage of international trade agreements such as CPTPP in the Pacific Asia region, and CETA in the European Union. We are confident Michael can help further develop domestic and international demand for Canadian beef thus enhancing the value Canadian beef cattle producers receive for their check-off dollars,” concludes Kennedy.

About Canada Beef:

Canada Beef is the cattle producer-funded and run organization responsible for domestic and international beef and veal market development. It has 28 staff in offices in Canada, Japan, China, Taiwan and Mexico. Canada Beef works to enable and sustain loyalty to the Canadian beef brand and build strong relationships with trade customers and partners around the world. These efforts increase demand for Canadian beef and the value producers receive for their cattle.

For more information, please contact:

Mike Kennedy
Chair, Canada Beef Market Development and Promotion Committee
(905) 567-2712

Ron Glaser
Vice President, Corporate Affairs, Canada Beef
(403) 275-5890 ext 206