



CANADIAN BEEF CHECK-OFF AGENCY

146, 6715 8th Street NE

Calgary, AB T2E 7H7

p. 403.736.2157

www.cdnbeefcheckoff.ca

Marketing Committee Contact List (2025/26)

First	Last	Association	Address	City	PV	PC	Cell #	Business #	Email
AGENCY									
Denis	Burelle	Retail/Foodservice	24 Chestnut Drive	Belleville	ON	K8N 0M9	613-849-7437	613-698-9049	denis.burelle@buckheadmeat.com
Michelle	Ball	Alberta Beef Producers	Site 1, Box 11, RR 1	High River	AB	T1V 1N1	403-371-6364	403-652-1014	michelle@brantlakewaygu.ca
Jeff	Cline	Canadian Meat Council	2921 N Pepper Ridge Ct	Wichita	KS	67205	316-737-9210	316-291-8132	jeff_cline@cargill.com
Leslie	Gold	Canadian Meat Council	1 Glen Scarlett Rd	Toronto	ON	M6N 1P5	416-678-3388		leslie.gold@sthelensmeat.com
Andre	Forget	Canadian Meat Council	22215 Chemin Comtois	St-Louis de Terrebonne	QC	J6X 4H4		514-912-2215	andref@montpak.ca
Russ	Mallard	Canadian Meat Council	57 Prince Charles Dr	Charlottetown	PEI	C1A 3C1	902-316-3329	902-437-3239	rmallard@abpi.ca
Coral	Manastersky	I.E. Canada	2458 New Wood Drive	Oakville	ON	L6H 5Y3		905-285-5286	coral.manastersky@mapleleaf.com
Chad	Ross	Saskatchewan Cattle Association	Box 1087	Estevan	SK	S4A 2H7	306-421-6346	306-634-7301	eatcanadabeef@gmail.com
MARKETING COMMITTEE									
Jim	Clark	Marketing Member at Large	30884 Chalmers Line	Dutton	ON	N0L 1J0	519-857-8404	519-686-6266	jimclark@golden.net
Cam	Daniels	Marketing Member at Large	Site 2, Box 20, RR1	Carstairs	AB	T0M 0N0	403-804-5298	587-230-2081	cam.daniels@harmonybeef.ca
Jennifer	Haley	Veal Farmers of Ontario	449 Laird Rd, Unit 12	Guelph	ON	N1G 4W1	519-827-7479	519-824-2942	jhaley@vealfarmers.ca
Clay	Holmes	Marketing Member at Large	55 McArthur Drive	Guelph	ON	N1L 1S2	226-821-5222		clay.holmes@intercitypackers.ca
Mark	Hoimyr	Marketing Member at Large	Box 1	Gladmar	SK	S0C 1A0	306-815-7190		mhoimyr@me.com
MARKETING STAFF									
Eric	Bienvenue	President, Canada Beef	146, 6715 8th St NE	Calgary	AB	T2E 7H7	819-816-8293	403-736-2155	ebienvenue@canadabeef.ca
Ron	Glaser	VP, Corporate Affairs, Canada Beef	146, 6715 8th St NE	Calgary	AB	T2E 7H7	403-826-1222	403-451-0916	rglaser@canadabeef.ca
Michael	Shittu	VP, Finance & Operations	146, 6715 8th St NE	Calgary	AB	T2E 7H7	403-618-2703	403-451-0916	mshittu@canadabeef.ca
Mark	Klassen	Executive Vice President	146, 6715 8th St NE	Calgary	AB	T2E 7H7	403-901-0257	403-451-0922	mklassen@canadabeef.ca
Albert	Eringfeld	VP, Export Market Development	146, 6715 8th St NE	Calgary	AB	T2E 7H7	403-390-6810	403-736-2158	aeringfeld@canadabeef.ca
Michele	Wiltshire	Director, Operations	146, 6715 8th St NE	Calgary	AB	T2E 7H7	403-681-6424	403-451-0921	mwiltshire@canadabeef.ca