



CANADIAN  
CATTLEMEN'S  
ASSOCIATION

National Voice Of Cattle Producers

# Industry Update

## Public and Stakeholder Engagement Manager Announcement

July 20, 2018

Calgary, AB – The Canadian Cattlemen's Association (CCA) is pleased to announce Jill Harvie will be assuming the role of Public and Stakeholder Engagement Manager, effective September 1. Harvie will assume the role from Tom Lynch-Staunton, who helped establish the initial Issues Management Program that has evolved into today's Public and Stakeholder Engagement Program for industry. The program seeks to achieve Connectivity and Beef Demand goals as outlined in the National Beef Strategy and is funded through the Canadian Beef Cattle Check-Off.

Harvie comes into the role with a range of career experience that will complement the Public and Stakeholder Engagement program. She has worked for the CCA for 10 years as the Programs Manager, working closely with the Executive and Animal Health and Care Committees, specializing in traceability and Canada – U.S. relations. Harvie has been involved in effective policy and program delivery, enabling and strengthening industry and building key programs and platforms, such as the popular mentorship initiatives, Cattlemen's Young Leaders Program and the Young Cattlemen's Council.

Harvie also brings a thorough knowledge of beef production to the role. She grew up on beef operation near Ottawa, ON, and currently ranches with her husband and family on their purebred cattle operation near Calgary, AB. She attended the University of Guelph, followed by Olds College, where she completed a Bachelor of Applied Science – Agri Business, and a directed field study with Cargill Animal Nutrition.



Jill Harvie

With the National Beef Strategy positioned to reshape the sector going forward, Harvie intends to roll out the proposed work plan for the year ahead, while continuing to strengthen relationships with the many stakeholders involved in building public trust. Harvie has served as a board member of the Canadian Beef Industry Conference and was actively involved in the Beef Value Chain Roundtable and the International Beef Alliance.

### For further information, contact:

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