



**Canada Beef Inc.**  
310, 6715 – 8th Street N  
Calgary AB T2E 7H7

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**NEWS RELEASE**  
FOR IMMEDIATE RELEASE

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**ROBERT MEIJER APPOINTED PRESIDENT CANADA BEEF INC.**

*Calgary, Alberta, July 29, 2011*

Robert Meijer, former Director of Corporate Affairs for Cargill Limited, has been appointed President of Canada Beef Inc. effective August 1, 2011.

“Robert Meijer’s appointment as President of Canada Beef assures our organization of strong, capable and experienced leadership,” says Brad Wildeman, Board Chair of Canada Beef. “Rob’s extensive background in the beef industry ranges from domestic and international marketing to trade and regulatory issues. This, coupled with his dynamic approach to taking the interests of Canada Beef forward on the domestic and world stages, will serve the Canadian cattle and beef industry well.”

"I am very energized by this tremendous opportunity and dedicate myself to doing what is best for our producers and industry partners," says Meijer. "Canada Beef is also fortunate to have the experience and passion held by Brad Wildeman, our inaugural Chairman. Brad and I have made it a priority to consult with industry in short order about the Canada Beef strategy and its priorities moving forward."

Meijer brings fourteen years of policy, regulatory, legislative, political and communications experience to Canada Beef Inc. In his position as Cargill Director, Meijer has been responsible for Cargill’s Canadian government/regulatory relations, communication, and community relation activities. He has also led and managed emerging issues, business risk and customer collaboration for 19 business units in the areas of beef, poultry, milling, malt, grain handling and port services, animal nutrition, canola processing among others.

He also held a board and/or committee position with a number of key agricultural organizations including; the Federal Roundtables, Flax Council of Canada, Malt Industry Association of Canada, Canadian Poultry Processors Association, Animal Nutrition Association of Canada, Western Grain Elevator Association, Canada Grains Council, and the Canadian Meat Council.

Meijer holds two honours degrees – a B.A. (majoring in Economics and Sociology) and B.Sc. (Agri-business Management).

Canada Beef Inc. is an independent national organization representing the research, marketing and promotion interests of the Canadian cattle and beef industry worldwide.

- 30 -

For more information, please contact:

Brad Wildeman  
Board Chair  
Box 577  
Lanigan, Sask.  
S0K 2M0

Ron Glaser  
Vice President Corporate Services and  
Communications  
Office: 403 275-5890

Office: 306 365 4281  
Email: [brad@pound-maker.ca](mailto:brad@pound-maker.ca)