



CANADIAN BEEF BREEDS COUNCIL

Canadian Beef Breeds Council Welcomes New Program Administrator

November 29, 2024

Calgary, AB – The Canadian Beef Breeds Council (CBBC) is pleased to welcome Macy Liebreich as their new Program Administrator. Macy has grown up through the junior beef programs with the Canadian Angus Association and 4-H opportunities. Her family’s operation, Merit Cattle Co breeds 200 purebred black Angus females annually and is based in Radville Saskatchewan. She earned her Bachelor of Commerce at the UBC Sauder School of business in 2020.

“We are thrilled to have Macy joining the CBBC team and know that her experience within and passion for the Canadian beef industry will be a huge asset to the organization and our members,” states Sandy Russell, CBBC CEO.

Her passion for the agriculture community brought her from Vancouver to Alta Genetics in Alberta where she coordinated international shipments of semen and embryos for Canadian breeders. “I am excited to be a part of CBBC and the work they do on behalf of breeders to facilitate international relations,” explains Macy.

“CBBC continues to work on behalf of our members and the entire seedstock sector and we are confident that Macy brings a strong skill set to continue to build upon the important work that we do,” comments CBBC Chair, Shawn Wilson.

Macy begins her work as Program Administrator representing CBBC members effective December 2, 2024.

About the Canadian Beef Breeds Council

The Canadian Beef Breeds Council (CBBC) is a member-funded organization that works to support the Canadian seedstock sector, promote Canadian beef cattle genetics both domestically and internationally, and represent seedstock producers by advocating effective policy, meaningful market access and enhanced competitiveness.

For further information contact:

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