



# BRITISH COLUMBIA CATTLEMEN'S ASSOCIATION

*Representing the Beef Cattle Industry of British Columbia*

AGRI CENTRE - #4 - 10145 DALLAS DRIVE, KAMLOOPS, B.C. V2C 6T4 PHONE (250) 573-3611 FAX (250) 573-5155

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## NEWS RELEASE

### **BC Cattlemen Announce New General Manager**

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The BC Cattlemen's Association is pleased to announce **Kevin Boon** as our new General Manager. Kevin has taken over for retiring manager, Bob France.

A third generation rancher, Kevin was raised on the Boon family ranch in Delia, AB -- a small town in southern Alberta outside of Drumheller. Seven years ago, the Boon family moved their ranching operation north to Tomahawk, AB. Next year will mark 100 years that the Boon family have been ranching in Alberta.

With a longstanding record of volunteering for the beef industry, Kevin brings extensive knowledge and a clear understanding of the issues affecting our industry. Kevin has most recently served as vice-chair of the Alberta Beef Producers – *Canada's largest beef producer association*. He has also served as a beef producer representative on several beef industry Boards and Committees for the Alberta Beef Producers, the Beef Information Centre, the Canada Beef Export Federation and the National Check-off Agency.

On behalf of our members and Directors, the Association is pleased to welcome Kevin to the Association and wish Bob well in his retirement.

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*High resolution photo available upon request.*

**Contact:**

Kevin Boon, General Manager

Ph: 250-320-3611 | [bccattle@kamloops.net](mailto:bccattle@kamloops.net)

Elaine Stovin, Communications Coordinator

Ph: 250-573-3611 | [estovin@kamloops.net](mailto:estovin@kamloops.net)