

Canadian cattle producers mourn the loss of Reg Schellenberg

December 3, 2022

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Calgary, AB – It is with tremendous sorrow that the Canadian Cattle Association (CCA) shares the news of the sudden passing of our President, Reg Schellenberg, on December 2, 2022.

“Reg’s legacy and impact on the Canadian cattle industry will be felt for years to come. His gentle demeanor and strong character are qualities that many of us in the industry looked up to,” said Nathan Phinney, who will now become CCA’s new President. “He will be fondly remembered for being a tireless advocate for cattle producers, taking a particular interest in advancing the priorities related to animal health and care, as well as protecting and preserving our industry for the next generation.”

Reg was first elected as a director to the CCA in 2010 and became CCA’s President on March 25, 2022. He served as co-chair of the Foreign Trade Committee from 2020 to 2022 and co-chaired the Animal Health and Care Committee with Pat Hayes from 2016 to 2020. He also represented CCA on the Canadian Cattle Identification Agency (CCIA). Prior to the creation of the Animal Health and Care Committee, Reg chaired the Animal Care Committee.

With heavy hearts, CCA’s board and staff will continue to push forward on the priorities that were important to Reg, as well as cattle producers across Canada.

Our thoughts and prayers remain with Reg’s wife, Shannon, his children, and his grandchildren during this very difficult time. At this time, we ask all to respect the family’s request for privacy.

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