

Canadian Cattle Association Welcomes New Communications Manager

January 18, 2024

Calgary, AB - The Canadian Cattle Association is pleased to announce that Carol Reynolds has joined its team as Communications Manager in their Calgary head office.

Carol brings over 20 years' experience in the non-profit, agricultural research/agri-food/innovation, and health industries. Her background includes roles in government relations, media, public relations and communications for organizations such as Genome Prairie (Saskatoon, SK & Winnipeg, MB), Hearts for Healthcare (Cold Lake, AB) and the City of Moose Jaw. Her diverse experience includes working with all levels of government, media and multiple stakeholders, including producers and researchers.

"Carol's experience and straight forward attitude is welcomed by CCA. Her government and ag background are assets to the organization, and we look forward to having her on board to assist with our communications and advocacy efforts on behalf of Canadian beef producers," commented Ryder Lee, CCA General Manager.

Growing up as the eldest of six on a mixed farm in NE Saskatchewan, Carol is familiar with the ag industry and has strong farming roots. She resides near Airdrie, AB.

For further information, contact:
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