



**Canadian
Cattle
Association**

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Jennifer Babcock Promoted to Chief Government and International Affairs Officer

May 1, 2025

The Canadian Cattle Association (CCA) is pleased to announce the promotion of Jennifer Babcock to Chief Government and International Affairs Officer, a new leadership role within the organization. Since first joining CCA, Babcock has a proven track record of advocacy successes including multiple campaigns, issues management and continuing to build our reputation as an effective stakeholder. Her efforts led to a consistent position on the Hill Times Top 100 Lobbyists list. As we continue to deepen our Canadian and global advocacy efforts, Babcock will lead CCA's initiatives to promote and protect the interests of Canada's beef cattle industry both domestically and internationally.

"I look forward to my new and expanded leadership role on CCA's advocacy efforts," says Babcock. "Following our board's direction, CCA staff has developed a priority list of policies and regulatory changes to help support success for Canadian cattle producers and we look forward to working with our new government representatives to implement them and ensure the continued sustainability and longevity of our cattle industry."

For further information, contact:

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*The Canadian Cattle Association is the national voice for Canada's
beef cattle industry representing 60,000 beef farms and feedlots.*

www.cattle.ca

Canada is cattle country.